

Exploring Business Dynamics in the Printing Industry of Nueva Ecija

Jose Marie P. Espiritu, Ph.D

Wesleyan University Philippines

Received: 16 Sep 2024; Received in revised form: 18 Oct 2024; Accepted: 23 Oct 2024; Available online: 31 Oct 2024

Abstract— *The study measured the business dynamics of the printing industry in Nueva Ecija, Philippines as to their organization and management, marketing, technical, financial, and socio-economic aspects. The study employed a descriptive type of research, and a survey method of research was applied. The study was carried out among 50 printing businesses chosen in different parts of Nueva Ecija. The printing industry in Nueva Ecija is largely made up of small, owner-managed enterprises with a focus on maintaining low costs and labor-intensive operations. The limited workforce size and moderate wage levels indicate restricted opportunities for both growth and wage progression. Analysis of business practices shows strong organization and management structures that contribute to effective operations and employee productivity; however, financial management practices received lower assessments, highlighting a need for improved financial planning. To address these challenges, it is recommended that businesses consider strategies for scaling operations and investing in workforce development to create growth opportunities. Additionally, implementing enhanced financial management practices, such as strategic budgeting and resource allocation, can strengthen business resilience and support long-term sustainability. These improvements could provide a foundation for more dynamic growth within the industry, enabling businesses to better meet operational goals and improve financial outcomes.*

Keywords— *Business dynamics, financial, marketing, socio-economic, technical*

I. INTRODUCTION

From handwritten to printed copies. The printing press has had a great impact on the history of mankind. Publications have led to the reformation of many denominational teachings and more understanding of different religions, cultures, traditions, and environments.

A purposive effort to study the printing business by giving an idea in terms of profit to some entrepreneur who wants to engage in the printing business and to give ideas on how to satisfy the needs of the clients through providing good services and the best quality of the printed product.

The printing business also needs to scrutinize its organization and management aspects, marketing aspects, technical aspects, financial aspects, and socio-economic aspects, which can bring self-perspectives. Social backgrounds and life experiences are included in the discussion. While these initiatives might choose to take the nature of practice into account to achieve a nuanced understanding, they should not be constrained by

professional concerns and objectives (Hinks, 2020; Poynor, 2019).

The emergence of new technology modernization through the arrival of electronic media, which includes television, radio, computer technology, and the internet, brought some information and sharing of thoughts or ideas (Ibiwoye et al., 2020). Hearing and watching the news on the radio and television fascinated people instead of reading it. This fierce competition to adapt to the challenges that reduce the demand for newspapers, books, glossy magazines, and advertising printed media is also experienced by many (Berculescu et al., 2019).

Technologies are facilitated by the internet (Mathai et al., 2021), and they play an important role in improving the economy and social development of the country. And it has driven the rapid spread of information globally. In an article by Jill Walker Rettberg that refers to Pettitt, he claims that when we look backward from the rise

of print and print literacy, we see that we produced digital social media (Graham, 2016).

The province of Nueva Ecija is a totally agricultural province as a whole, with limited manufacturing firms, unlike the nearby provinces of Bulacan, Tarlac, Pampanga, Zambales, and Bataan, with economic activities. Nueva Ecija lags much behind its neighbors in terms of economic activities.

The governor of Nueva Ecija and other city mayors, together with their constituents, are determined to develop the business industry, one of which is the printing business. The cities of Gapan, & the Science City of Munoz, and other Municipalities of Sta. Rosa, San Leonardo, San Isidro, Cabiao, Jaen, San Antonio, Zaragoza, Aliaga, Quezon, Licab, Sto. Domingo and Talavera are involved in the printing business needed by individuals and some different agencies, such as business establishments, schools, individuals, local government, etc.

To complement these studies, the researcher employed a methodology that extracted information from printing business owners to give others the idea and opportunity to venture into the printing business. Specifically, this study explored the business profile of the printing industry in terms of Specifically, this study explored the business profile of the printing industry in terms of the type of business ownership, years of operation, organizational structure, and compensation per day of regular employees. Additionally, this research on the business dynamics of the printing industry in Nueva Ecija in terms of organization and management, marketing, technical, financial, and socio-economic.

II. METHODOLOGY

This study employed a descriptive type of research, and a survey method of research was applied. Calderon (2006) defined descriptive research as a purposive process of gathering, analyzing, classifying, and tabulating data about prevailing conditions, practices, processes, trends, and cause-effect relationships and then making adequate and accurate interpretations about such data with or without or sometimes minimal aid of statistical methods.

This research study was conducted among printing businesses chosen in different parts of Nueva Ecija. Purposive sampling was employed in this study (Subia, 2018), and it was done when selecting the 50-printing business sample.

This study focused on describing and assessing the organization and management, marketing, technical,

financial, and socio-economic aspects of selected printing businesses in Nueva Ecija.

Likert scale questions were the main instrument used in gathering the needed data.

The questionnaire was self-made and validated by the experts in the field. It dealt with the five aspects of business operation, namely organization and management, marketing, technical, financial, and socio-economic.

Statistical tools such as frequency, percentage, and weighted means were utilized to compute the gathered data of the researcher.

III. RESULTS AND DISCUSSION

1. Profile of the Business

In analyzing the data on business ownership types, years of operation, organizational structure, employee numbers, and compensation, notable findings emerge regarding the highest and lowest frequencies within each category. With 94% of firms being sole proprietorships, this type of business ownership is the most common, suggesting that the majority of establishments are privately held. Corporations, on the other hand, only make up 2% of the sample, indicating that there aren't many larger, more organized companies. Similarly, 90% of enterprises are run by their owners, indicating a hands-on attitude common in sole proprietorships, whereas just 10% have management tasks delegated to others (Riisgaard, et al., 2016).

Similar trends may be observed when looking at workforce-related indicators, such as the number of regular employees; 90% of enterprises employ between two and five individuals, which is suggestive of small-scale operations. Just 2% of companies have 10–13 regular employees, highlighting the small workforce and probably reflecting the size of the organization. The most prevalent pay range, according to compensation levels, is PhP176–PhP200 per day (28%), which is in line with the wage level required for small business operations.

On the other hand, just 6% of companies provide PhP201–PhP225 and PhP226–PhP250 every day, which is consistent with the sample's low operational scale tendency and suggests little opportunity for upward pay mobility. This data suggests a low-cost, labor-intensive structure in Nueva Ecija's printing industry by highlighting the prevalence of small, owner-managed enterprises with few employees and moderate wage levels.

Type of Business Ownership	Frequency	Percent
Single Proprietorship	47	94
Partnership	2	4
Corporation	1	2
Total	50	100

Years of operation	Frequency	Percent
1 to 7	27	54
8 to 14	18	36
15-21	4	8
22 and above	1	2
Total	50	100

Organizational Structure	Frequency	Percent
Owner is Manager	45	90
The manager is different from the Owner	5	10
Total	50	100

Number of Regular Employees	Frequency	Percent
2– 5	45	90
6 – 9	4	8
10 – 13	1	2
Total	50	100

Compensation per day of Regular	Frequency	Percent
PhP176 – PhP200	9	28
PhP201 – PhP225	3	6
PhP226 – PhP250	3	6
PhP276 – PhP300	7	14
PhP301 – PhP325	9	18
PhP326 – PhP350	5	10
PhP351 - PhP375	8	16
Others	6	12
Total	50	100

2. Business Dynamics

Business Dynamics	A.W.M	V.I.
1. Organization and Management	4.80	Agree
2. Marketing	4.52	Agree
3. Technical	4.72	Agree
4. Financial	4.41	Agree
5. Socio-Economic	4.49	Agree
	4.59	Agree

Scale Range Verbal Description

5	4.20-5.00	Agree
4	3.40-4.19	Moderately Agree
3	2.60-3.39	Somewhat Agree
2	1.80-2.59	Fairly Agree
1	1.00-1.79	Disagree

The means of the statements are mostly verbally interpreted as “Agree.” The average weighted mean of 4.59,

Legend:

which is described as “Agree,” implies that the printing businesses’ business practices are assessed by the respondents.

The table indicates that among the business practices of the respondents, item number 1, “Organization and Management,” obtained the highest average weighted mean of 4.80 and described as “Agree.” Meanwhile, item number 4, “Financial Aspects,” had a least average weighted mean of 4.41 and was described as “Agree.”

The finding shows that the organization and management of the printing businesses are aware of its structure, planning, and directing the employees and business resources directed towards the achievement goal of the printing business. The printing business structure ensures that each function of the business operates easily and their employees perform accordingly (Kusalasaiyanon, Thammakorn & Kesssang, 2023).

Having a mission, vision, and goals provides a purpose and sense for a clear direction for digital transformation to achieve the goals of the printing business. To help the employees to understand the objectives of the printing business for digital transformation. By integrating digital technology in all aspects of the printing business.

Furthermore, effective decision-making skills and time management of the printing business owner/manager for a quality printing service to satisfy the needs of the clients/customers.

Based on the result of the research study conducted by Akhigbemidu et al. (2021), it was suggested that need to identify the management development and the consultants who have years of experience that will enable external and initiative generated domestically for the best outcomes of the organization.

However, in the least rank item number 4, some respondents “Agree,” “Financial Aspects” refers to the utilization of financial resources of the printing business for strategic objectives in budgeting, analyzing, forecasting, and planning. It helps the printing business owner/manager to know the current financial position of the printing business.

IV. CONCLUSIONS AND RECOMMENDATIONS

Nueva Ecija’s printing industry is predominantly composed of small, owner-managed enterprises, reflecting a low-cost, labor-intensive structure. Additionally, limited workforce size and moderate wage levels indicate a constrained opportunity for growth and wage progression within the industry. Further, the effectiveness of business practices in the printing industry, with the highest emphasis

placed on organization and management practices that support structured operations and employee performance. However, financial management received the lowest assessment, suggesting that while operational goals are clear, there is room for improvement in strategic financial planning and resource utilization.

To support growth and increase wage opportunities, it is recommended that Nueva Ecija’s printing industry explore avenues for scaling operations and implementing targeted workforce development initiatives. Additionally, enhancing financial management practices through strategic budgeting, forecasting, and resource allocation could strengthen long-term sustainability and improve financial resilience within these businesses.

REFERENCES

- [1] Akhigbemidu1, Julie J, Amah, Edwinah, Management Development and Organizational Effectiveness: A Literature Review, Volume-3, Issue-6, Nov-Dec-2021 https://sarpublication.com/media/articles/SARJBM_36_155-166.pdf
- [2] Berculescu, Liviu, Balan, Emilia, Mohora, Cristina and Tudor, Mariana Efficiency analysis of implementing hybrid printing technologies, 2019 https://www.mateconferences.org/articles/mateconf/pdf/2019/39/mateconf_mse2019_02001.pdf
- [3] Calderon, J., Methods of Research and thesis writing (2nd Ed.), Mandaluyong City: National Bookstore, 2006
- [4] Graham, Elyse, The Printing Press as Metaphor, Volume 10, No. 3, 2016 <https://www.digitalhumanities.org/dhq/vol/10/3/000264/000264.html>
- [5] Hinks, John, The History of Printing and Print Culture: contexts and controversies, April 9, 2020 <https://www.open-access.bcu.ac.uk/9528/1/Hinks%20FINAL.pdf>
- [6] Ibiwoye, and Ilesanmi, Babatunde, Abayomi, Influence of Digital Technology on Printing Technology: A Survey on Screen Printing in Akure, Ondo State, Nigeria, Vol. 8, No. 3, pp. 10-30, June 2020 <https://www.eajournals.org/wp-content/uploads/Influence-of-Digital-Technology-on-Printing-Technology.pdf>
- [7] Kusalasaiyanon, C., Thammakorn, P., & Kesssang, S. (2023). The Study of Happiness Factors at Work Affecting the Efficient Performance of Employees in Real Estate Business. Journal of Business and Industrial Development., 3(1). <https://doi.org/10.14416/j.bid.2023.04.001>
- [8] Mathai, Shaji, Jeswani, Saket, Effectiveness of Print Media Marketing in Digital Age: A Study on Indian Telecommunication Industry, Vol. 10, Issue 3, March 17, 2021 <https://journals.sagepub.com/doi/abs/10.1177/231971452192631>
- [9] Poynor, Rick Two cheers for publishing, Eye, 98 vol. 25, 2019 <https://www.eyemagazine.com/feature/article/two-cheers-for-publishing>

- [10] Riisgaard, H., Nexøe, J., Le, J. V., Søndergaard, J., & Ledderer, L. (2016, November 30). Relations between task delegation and job satisfaction in general practice: A systematic literature review. BMC Family Practice. BioMed Central Ltd. <https://doi.org/10.1186/s12875-016-0565-1>
- [11] Subia, G. (2018) Comprehensible Technique in Solving Consecutive Number Problems in Algebra. Journal of Applied Mathematics and Physics, 6, 447-457. doi: 10.4236/jamp.2018.63041.