

6 August 2024

Chair, Search Committee

Visayas State University
Baybay City, Leyte
Philippines

Dear Chair and Members of the Search Committee,

I am writing to express my interest in the Associate Professor V position at Visayas State University (VSU) in Baybay City, Leyte, as advertised (Job Code: **WTEFLQ**). I believe I have a solid academic background coupled with my over ten years of combined experience in university teaching, agribusiness management, and academic research. I am confident in my ability to contribute effectively to VSU's mission and academic community.

Currently, I am a full-time faculty member at the prestigious Sasin School of Management, Chulalongkorn University, Bangkok, Thailand, where I teach marketing research in the Flexible MBA program and quantitative research in the DBA program. I also mentor MBA and DBA students in their special projects and dissertation. My research primarily focuses on marketing and management in the agribusiness sector, including consumers' purchase intentions and farmers' technology adoption.


I hold a B.Sc. in Agribusiness, graduating Cum Laude from VSU, where I was a consistent college/university honor student. My advanced degrees include an M.Sc. in Crop Science from Central Luzon State University (CLSU), earned under the competitive DOST-ASTHRDP scholarship grant, and a Ph.D. in Agriculture with a specialization in Agribusiness Management from the School of Agricultural Technology at King Mongkut's Institute of Technology Ladkrabang (KMITL) in Bangkok, Thailand, where I was supported by a doctoral scholarship grant.

My professional journey includes serving as a lecturer and instructor at both CLSU and VSU, where I taught undergraduate and graduate courses in agriculture and agribusiness management. Additionally, I was invited as a lecturer at KMITL, teaching courses in Agribusiness while completing my Ph.D. studies. These roles have provided me with comprehensive insights into curriculum development, student engagement, and academic mentorship.

My research work has been published in several top international journals, such as the British Food Journal, the Journal of Enterprising Communities, and Business Strategy and the Environment. These publications reflect my dedication to advancing knowledge in agribusiness and connect with the United Nations Sustainable Development Goals, particularly Goal 12: Responsible Consumption and Production.

As a licensed agriculturist in the Philippines, I bring a unique blend of practical agribusiness management experience and academic expertise. I am passionate about integrating sustainable practices into agricultural education and research, aiming to drive positive environmental and social impacts.

I am excited about the prospect of contributing to VSU's esteemed faculty and advancing its goals of academic excellence and sustainable development. Thank you for considering my application. I look forward to the opportunity to discuss how my background, skills, and experiences align with the needs of the Department of Business and Management.

Sincerely, 

Harry Jay M. Cavite

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