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2009

ISERVE INTERNATIONAL CORPORATION

MAKATI CITY

*Field Study*

MELANIE T. DINGLASAN

*College of Economics, Management and  
Development Studies*

CAVITE STATE UNIVERSITY

*Indang, Cavite*

*April 2009*

**ISERVE INTERNATIONAL CORPORATION**  
**MAKATI CITY**

**A Field Study Report  
Submitted to the Faculty of the  
Cavite State University  
Indang, Cavite**

**In partial fulfillment  
Of the requirements for the degree of  
Bachelor of Science in Business Management  
(Major in Marketing)**



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City  
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**April 2009**



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MAKATI CITY**

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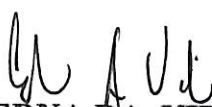
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## **ABSTRACT**

**DINGLASAN, MELANIE TORRES.** Iserve International Corporation, Makati City. Field Study. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2009. Adviser: Prof. Iluminada R. Hernandez.

A field study was conducted at Iserve International Corporation at 3<sup>rd</sup> floor, La Fuerza Administration Building, 2241, Don Chino Roces Avenue, Makati City from November 11, 2008 to February 04, 2009.

The general objective of the study was to apply gained knowledge through actual participation in company's operations which will be valuable in seeking future employment. Specifically, the study aimed to: describe the organization and management of the firm; identify the problems as well as the plans of the firm; identify the problems encountered by the firm and the trainee and recommend solutions.

Data and other significant information about Iserve International Corporation were gathered through observations, interviews with the personnel of the firm and actual participation in the company's activities. Other data were gathered from the company website ([www.iserve.com.ph](http://www.iserve.com.ph)) and other internet sources.

Iserve International Corporation is a family owned company engaged in recruiting and deploying competent professionals to its various clients.

Major problems encountered by the firm were: delays of employee salaries due to the failure of the clients to submit their payments on time; and untimely resignations of some of the employees due to employee piracy.

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**ISERVE INTERNATIONAL CORPORATION  
MAKATI CITY<sup>1/</sup>**

**Melanie T. Dinglasan**

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<sup>1/</sup> A field study report submitted to the faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management, major in Marketing with Contribution No. CENDS FS 2008-2009 006 . Prepared under the supervision of Prof. Iluminada R. Hernandez.

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**INTRODUCTION**

Recruitment process outsourcing (RPO) is when a provider performs a company's internal recruitment function for a portion or all of its jobs. RPO providers manage the entire recruiting/hiring process from job profiling through the on-boarding of the new hire, including staff, technology, and method of reporting. A properly managed RPO will improve a company's time to hire, increase the quality of the candidate pool, provide verifiable metrics, reduce costs and improve governmental compliance (Accolo, 2009).

One of the most popular outsourcing destinations today is the Philippines and the country is also becoming a fast favorite of American companies. The reason why most American companies prefer the Philippines is because of the similarities in both cultures. This means that cultural difference is less in the country as compared to other outsourcing destinations. Outsourcing companies also prefer the Philippines because of the availability of communication talents. Philippines could go far with business process