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### **ABSTRACT**

The study determined the role of communication and other factors in establishing a Contact Center Services (CCS) program at a public high school in San Pedro, Laguna. Underpinned by the Social Exchange Theory, it is an action research that uses autoethnography as methodology.

Data were gathered from 12 participants starting 2018 through participant observations, field notes and key informant interviews. The researcher acted as a negotiator-liaison between the school and the partner BPO company, hence involved in the exchanges among key stakeholders.

The goal to establish a senior high school CCS program through effective communication was successful. Key to this is the optimal mix of variables (i.e., exchange goals, resources, rules, and communication). Most of the exchange goals were cooperative; “cheap” and “accessible” resources such as service and information were used, as well as “love” (friendship) to smoothen transactions; and the partnership’s exchange rule was predominantly for Group Gain. Further, different communication roles were employed in the partnership such as the Linker/Networker, which was predominantly used by the researcher to bring together people of different knowledge and expertise.

Communication is an enabling variable during social exchanges. A linkage agent must be able to assess the combination of variables-exchange goals, rules and resources and decide which communication role to best assume linker/networker, facilitator, negotiator or catalyst. Part of the navigation process is understanding the unique power dynamics in the exchange. That is, understanding the extent of stakeholder influence over outcomes and their relative positions of support. While it is safe to assume that a linker must exert effort to be familiar with all key stakeholders to be successful, he or she must also know when to shift and withdraw from an arrangement that can potentially endanger the partnership as a whole. As evidence from this case study, a long history of collaborative and productive relationships can aid in sustaining partnerships even during periods when parties are dissatisfied with outcomes.

**Keywords:** Contact Center Services (CCS) program, Training to Employment, K-12 Curriculum, linkage agents, role of communication