



# Rowena Villarama Mende

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## **Associate Professor 7**

University of the Philippines Cebu  
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## **Registered Psychologist**

PRC # 0000914

## **Education**

### **University of the Philippines, Diliman**

#### **Doctor of Philosophy in Psychology (candidate)**

*Dissertation: Social Identity and Self-Categorization and their Consequences for Flourishing Later in Life: A socially situated cognition approach (for final defense)*

#### **Master of Arts in Psychology, June 2001**

*Thesis: Factors Affecting Processing of Print Advertisements and Their Effects on Attitude Change*

#### **Bachelor of Arts in Psychology, Cum Laude, April 1997**

## **Work History**

**Associate Professor, University of the Philippines Cebu, Gorordo Ave., Lahug, Cebu City, 2014 up to present**

**Assistant Professor, University of the Philippines Cebu, Gorordo Ave., Lahug, Cebu City, 2004-2014**

**Instructor, University of the Philippines Visayas-Cebu College, Gorordo Ave., Lahug, Cebu City, 2001-2004**

**Research Assistant, Institute for Social Studies and Action, 29 Magiting St., UP Village, Diliman, Quezon City, October 1999-May 2000**

**Direct Marketing Officer, Ayala General Insurance Corporation, 6805 Ayala Avenue, Makati City, May 1997-May 1998**

## Publications

Mende, R.V. (2021). **Women Choosing Younger Men: Exploring Evolved Mate Preferences and Mate Choice Copying.** *Sexuality and Culture*. Advance online publication. <https://doi.org/10.1007/s12119-021-09914-w>.

Villarama-Mende, R.V. (2010). **The Parent, the Teacher, the Child, and Sex Education.** *UPV Danyag* 15(2), 125-133.

Villarama-Mende, R.V. (2008). **Adolescent Sexual Relationships: Perceptions, Decisions and Negotiations.** *UPV Danyag* 13(2), 205-222.

*Presented at the Annual Convention of the Psychological Association of the Philippines, August 2006, Quezon City, Philippines.*

Villarama, R.V. & Gera, W.S. (2005). **Gender Differences in the Coping Strategies of Employees Separated from Work: The Case of Cebu Plaza Hotel.** *UPV Danyag* 10(1), 63-86.

*Presented at the International Conference of Psychology, August 2004, Beijing, China.*

Villarama, M.R.V. (2003). **Fun, fear or fact?: Effects of Different Advertising Appeals and Other Factors on Filipino Adolescents' Attitudes Towards Responsible Sexual Behavior.** *Philippine Population Review* 2(1), 43-61.

*Presented at the National Social Science Congress, October 2003, Quezon City, Philippines.*

Villarama, M.R.V. (2003). **Changing Attitudes Through Print Advertisements: The Moderating Role of Issue Involvement.** *Philippine Journal of Psychology*, 36(1), 88-111

*Presented at the Annual Convention of the Psychological Association of the Philippines, August 2001, Quezon City, Philippines.*

## Awards

UPFI Professorial Chair, July 2010-June 2011

## Researches

**Research Project Proponent, All the Single Ladies: Experiences, Issues, and Life Satisfaction of Single Women from Early to Late Adulthood** (UP Cebu Faculty Grant)

**Research Project Proponent, Effects of Expectancies, Communication Modality, Message Source, and Implementation Intentions on Perceived Urgency of Performing Health Behaviors (Reducing Sugar Consumption)** (UP Cebu API Research Grant)

**Research Project Proponent, Women Choosing Younger Men: Mate Choice Copying as a Function of Social Learning** (UP Cebu Research Grant)



**Research Project Proponent, Communicating the Urgency of Climate Change: Effects of Message Elaboration, Communication Modality and Gender on Behavioral Intentions Toward Climate Change Mitigation** (UP Cebu Faculty Grant)

**Research Project Proponent, Women Dating Younger Men and Other Odd Couplings: Defying Human Nature?** (Research and Creative Grant, University of the Philippines System)

**Research Project Proponent, The Parent, the Teacher, the Child, and Sex Education** (University of the Philippines Visayas)

**Research Project Proponent, Adolescent Sexual Relationships: Perceptions, Decisions, and Negotiations** (University of the Philippines Visayas)

**Research Project Leader, Gender Differences in the Coping Mechanisms of Employees Separated from Work: The Case of Cebu Plaza Hotel** (University of the Philippines Visayas)

**Researcher, Child Sex Tourism in Cebu** (End Child Prostitution, Child Pornography, and the Trafficking of Children for Sexual Purposes [ECPAT-Cebu Office])

**Coordinator for Cebu, Effects of International Labor Migration on Children** (Scalabrini Migration Center, Quezon City)

**Case Writer, The Psychology of Volunteerism** (Pambansanang Samahan ng Sikolohiyang Pilipino, Quezon City)

## **Responsibilities held in the University**

**Director, Central Visayas Study Center.** January 1, 2021 up to present

**Dean, College of Social Sciences.** September 7, 2017 – July 31, 2019

**Acting Dean, College of Social Sciences.** October 27, 2016 – September 6, 2017

**Chair, Social Sciences Cluster.** August 2011 – October 2016

**Member, Academic Personnel and Fellowships Committee.** February 2011 – August 2011.

**Coordinator, Revitalized General Education Program.** 2007-2008

**Chair, Reception Committee.** 2005-2007

## **Professional Organization**

**Psychological Association of the Philippines**