



Risk Profiling Selected Cebuano Managers as Key Decision Makers in Various Industries

Dale Talaboc^{1*}, Marlie Mae Suico², Bridgette Borces², Fatima Therese Largado², Jennifer Kreiner²,
Megan Alquisola²

¹Professor-USJR-Cebu, Philippine

²Student-Cebu Philippine

Corresponding author: daletalaboc@usjr.edu.ph

ABSTRACT

This research aimed to evaluate the risk profile of Cebuano managers through the different risk dimensions in their risk-taking tendencies in various industries. It utilized a quantitative research approach with data collected from a standardized survey questionnaire from 85 Cebuano managers. To assess the risk profile based on several risk characteristics, descriptive statistics were used. Results revealed that managers from various industries, such as Financial and Insurance Activities, Administrative and Support Service Activities, Information and Communication, Real Estate Activities, Accommodation, and Food Service Activities, were identified to have a moderate risk profile, indicating a balanced approach to risk-taking and investment for the company. The study's findings can provide valuable insights to managers and organizations in making informed decisions in developing risk management strategies.

Keywords: Risk Profile, Risk Tolerance, Risk Perception, Risk Preference, Risk Need, Risk Capacity