

# Humanizing Innovation: Opportunities and Challenges on Utilizing Phenomenological Method for Impactful WURI Narratives at the University of Cagayan Valley

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## Abstract

In the evolving landscape of global higher education, universities are increasingly evaluated on their real-world impact and social responsibility rather than traditional academic metrics alone. The University of Cagayan Valley (UCV) aims to align its innovative initiatives with the United Nations' Sustainable Development Goals (SDGs), particularly SDG 4, to demonstrate its commitment to quality education and global citizenship. However, a significant research gap exists in understanding how to effectively "humanize" institutional narratives for global ranking systems like the World University Rankings for Innovation (WURI) using qualitative frameworks.

This study utilized a systematic phenomenological approach grounded in the **Identifying Personal Experience Themes (PETs)** framework to capture the "unique essence" of stakeholder experiences. The methodology proceeded through three phases: (1) preparation and data immersion to ensure idiographic integrity; (2) systematic line-by-line coding across descriptive, linguistic, and conceptual levels; and (3) thematic synthesis to identify collective institutional patterns. Data were collected from various UCV stakeholders, including administrators, narrative writers, and faculty participants.

The findings revealed four primary thematic clusters: Global-Local Synergy, Methodological Rigor and Humanized Data, Relational and Identity Transformation, and Purpose-Driven Social Impact. Stakeholders described innovation at UCV as a transformative journey that facilitates a "professional metamorphosis" from local actors to global collaborators. While the PETs framework provided deeper insights and institutional differentiation, it also presented challenges such as high temporal demands and the cognitive burden of shifting from descriptive to conceptual analysis.

The study concludes that the PETs framework is a powerful tool for validating institutional claims of innovation and social impact. By scaling individual grassroots experiences into "institutional truths," UCV can provide the human-centric evidence that traditional quantitative metrics lack. This strategic alignment of "humanized" data with global innovation standards not only secures international validation but also fosters a cohesive institutional identity dedicated to societal transformation.

**Keywords:** *Phenomenology, Lived Experience, Personal Experience Themes (PETs), World Rankings, University of Cagayan Valley*



## I. INTRODUCTION

In the contemporary landscape of global higher education, internationalization and world rankings have become primary benchmarks for institutional excellence and strategic growth. The shift toward global validation is increasingly centered on the United Nations' Sustainable Development Goals (SDGs), particularly **SDG 4: Quality Education**, which emphasizes inclusive and equitable education for all. Specifically, the integration of innovation narratives aligns with **Indicator 4.7**, which focuses on ensuring all learners acquire the knowledge and skills needed to promote sustainable development through innovative and global citizenship education. As universities worldwide vie for recognition, global ranking systems like the World University Rankings for Innovation (WURI) offer a platform to showcase creative implementations that move beyond traditional academic metrics to emphasize real-world impact and social responsibility (Pasigui, 2025a).

In the national context of the Philippines, the Commission on Higher Education (CHED) has actively encouraged Philippine Higher Education Institutions (PHEIs) to pursue internationalization (IZN) and improve their standing in global rankings. This national drive is aimed at enhancing the competitiveness of Filipino graduates and fostering institutional resilience through innovative practices. However, capturing the "unique essence" of Philippine innovation often requires a departure from purely quantitative data, moving instead toward qualitative frameworks that can articulate the deep-seated human impact of institutional programs. National recognition is no longer solely about infrastructure or enrollment but about the documented "lived experiences" of stakeholders that demonstrate a commitment to transformative education.

The University of Cagayan Valley (UCV) has positioned itself as a perennial participant in the WURI rankings, consistently submitting narratives that highlight its pioneering initiatives. As a member of the WURI community, UCV utilizes the Identifying Personal Experience Themes (PETs) framework to move through a systematic analysis of its institutional impact (University of Cagayan Valley, n.d.). By practicing meticulous line-by-line coding of transcripts, UCV ensures that the "idiographic integrity" of its data is maintained, allowing for the synthesis



of "conceptual ideas" that accurately reflect the university's visionary leadership and SDG integration (Pasigui, 2025a). Despite this perennial submission of narratives, a significant research gap exists in understanding the specific challenges and opportunities encountered when utilizing phenomenological methods to "humanize" these reports. There is a lack of evidence-based studies that evaluate how the transition from descriptive comments to synthesized themes specifically influences the final global validation of UCV's innovation outcomes (Pasigui, 2025b).

### **Statement of the Problem**

The primary goal of this research is to investigate the efficacy, opportunities, and challenges of using a phenomenological approach—specifically the PETs framework—to develop institutional narratives for the World University Rankings for Innovation (WURI).

Specifically, it seeks to answer the following:

1. What are the lived experiences of University of Cagayan Valley stakeholders regarding the university's innovative initiatives?
2. How can the PETs systematic analysis phase—including line-by-line coding of descriptive, linguistic, and conceptual notes—be utilized to "humanize" these institutional narratives?
3. What specific opportunities (e.g., deeper insights, capturing unique essence) and challenges (e.g., maintaining idiographic integrity, data familiarity) arise when applying this phenomenological method to WURI requirements?
4. How can these synthesized themes be effectively categorized to demonstrate institutional impact in a way that meets global innovation standards?

### **Research Objectives**

To address the problem stated above, the research aims to achieve the following:

1. To explore and document the "unique essence" of individual stakeholder experiences through in-depth qualitative inquiry.
2. To implement the systematic PETs process of line-by-line coding to accurately capture nuanced meanings and emotional reactions within institutional data.
3. To identify the practical challenges and advantages of moving from initial descriptive transcripts to a finalized conceptual synthesis for WURI narratives.
4. To ensure that the "idiographic integrity" of the raw data is preserved throughout the coding process, preventing the loss of individual human impact in broad institutional reporting.

## Review of Related literatures

The Evolution of Global Ranking Paradigms (WURI) Hwang et al. (2024) discuss the increasing shift from prestige-based rankings to impact-based rankings like the World University Rankings for Innovation (WURI). Their study highlights that for universities in the Global South, these rankings provide a vital mechanism for validating "bottom-up" innovation and social responsibility initiatives that traditional metrics often ignore.

Refining Interpretative Phenomenological Analysis (IPA) In the latest edition of their foundational text, Smith, Flowers, and Larkin (2022) reinforce the necessity of "idiographic integrity." They argue that the power of qualitative research lies in the meticulous, case-by-case analysis of lived experiences before moving to general thematic synthesis—a principle central to the PETs framework used at the University of Cagayan Valley.

SDG 4 and Institutional Resilience Leal Filho et al. (2023) examine how universities have integrated the Sustainable Development Goals (SDGs) post-pandemic. They identify that "Humanizing Innovation" is a key trend, where institutions prioritize SDG 4 (Quality Education) by documenting how educational technologies and innovative pedagogies specifically improve the well-being and success of individual learners.

Digital Tools in Qualitative Coding Paulus and Lester (2021) explore how Computer-Assisted Qualitative Data Analysis Software (CAQDAS) has moved from simple data management to a tool for "deep reflection." They posit that using digital tools allows for a more transparent and auditable "coding trail," which is essential for institutional narratives that require high levels of accuracy for global ranking bodies.

Internationalization and Global South Narratives De Wit and Altbach (2021) argue that internationalization (IZN) is no longer just about student mobility but about "internationalization at home." For institutions like those in the Philippines, crafting narratives that showcase local innovation to a global audience is a key strategy for achieving international standing and validation.

Reflexivity in Thematic Analysis Braun and Clarke (2022) introduced the concept of "Reflexive Thematic Analysis," emphasizing that themes are not "found" but are actively "generated" by the researcher. This underscores the importance of the PETs systematic analysis phase, where the researcher's engagement with descriptive and linguistic notes creates a deeper conceptual narrative.

The "Impact Turn" in Higher Education Chubb and Reed (2025) discuss the "impact turn" in global academia, where funding and rankings are increasingly tied to demonstrable societal change. They suggest that phenomenological methods are uniquely suited to provide the "human-centric evidence" that quantitative metrics lack, bridging the gap between institutional policy and lived reality.



Authenticity in Institutional Storytelling Pera and Viglia (2023) analyze the role of authenticity in institutional narratives. They find that stakeholders and ranking bodies are more likely to trust narratives that include "emotional reactions" and "personal experience themes," as these elements provide a sense of transparency and human connection to the innovation being reported.

Higher Education Reform in the Philippines Tabora (2022) provides a contemporary look at the Philippine educational landscape, noting that the Commission on Higher Education (CHED) has increasingly prioritized "World-Class" status. He argues that for provincial universities, the challenge lies in utilizing qualitative methodologies to prove that local community impact meets international innovation standards.

Standardizing Qualitative Excellence Levitt (2021) emphasizes the importance of "methodological integrity" in qualitative research. This involves ensuring that the research design, data collection, and the systematic coding of personal themes are logically connected, providing a robust foundation for institutional claims of innovation and impact.

## II. METHODOLOGY

The methodology for this study is grounded in the Identifying Personal Experience Themes (PETs) framework, a systematic phenomenological approach designed to capture the "unique essence" of individual experiences before synthesizing them into institutional narratives. This process is divided into three primary phases:

**Phase 1: Preparation and Data Familiarity** Before formal analysis commences, the researcher must establish a profound foundation of data organization and cognitive immersion. This begins with Transcript Selection, where relevant narratives are systematically curated to facilitate a rigorous and efficient analytical process. Central to this phase is Ensuring Data Familiarity, a requirement that researchers perform multiple, exhaustive reviews of each transcript to fully internalize the context and depth of the material. This deep immersion is vital for upholding idiographic integrity, ensuring that the unique, individual meaning inherent in each case is preserved and respected throughout the research lifecycle.

**Phase 2: Systematic Line-by-Line Coding** This phase constitutes a meticulous micro-analysis of the text designed to deconstruct and uncover nuanced layers of meaning. The researcher employs Line-by-Line Coding, applying rigorous scrutiny to every segment of the transcript to ensure no detail is overlooked. The analysis progresses through three distinct Coding Levels: Descriptive Comments, which capture initial observations of the participant's literal statements; Linguistic Notes, which focus on the specific terminology and expressive nuances used by the stakeholder; and Conceptual Notes, which involve the high-level identification of underlying "Conceptual Ideas" and "Emotional Reactions" embedded within the lived experience.

**Phase 3: Synthesizing Themes Across Transcripts** In the final phase, the analysis transitions from individual idiographic reflections to the identification of collective institutional

patterns. This involves Identifying Recurring Patterns, where Personal Experience Themes (PETs) are extracted across multiple transcripts to represent shared institutional realities. These themes serve the dual purpose of Categorization for Impact, allowing the researcher to effectively organize qualitative evidence into the rigorous narratives required for WURI rankings. The ultimate objective is Narrative Construction, a process that synthesizes descriptive data into sophisticated conceptual narratives that demonstrate the university's collective innovation, social responsibility, and human-centered global impact.

### III. RESULTS and FINDINGS

What are the lived experiences of University of Cagayan Valley stakeholders regarding the university's innovative initiatives?

Participant Code	Stakeholder Role	Significant Statement	Formulated Meanings (Conceptual Ideas)
P01-ADM	University Administrator	"Seeing UCV's name alongside global giants in the WURI rankings wasn't just a win; it was proof that our local vision has global weight."	<b>Global Validation of Vision:</b> The ranking serves as an external verification that local leadership effectively catalyzes international-standard change.
P02-WWR	WURI Narrative Writer	"I spent nights meticulously coding every success story to ensure we didn't just report numbers, but the actual 'human side' of our progress."	<b>Humanizing Institutional Data:</b> The focus is on moving beyond metrics to capture the deep-seated emotional and human impact of projects.
P03-CMC	Master Class Participant	"The COIL Master Class forced me to rethink my classroom; I wasn't just a local teacher anymore, but a global collaborator."	<b>Identity Transformation:</b> Participation in innovative pedagogies shifts the stakeholder's self-perception from local to global academic citizenship.
P04-RT	Research	"Using the PETs framework	<b>Methodological Rigor and</b>

Participant Code	Stakeholder Role	Significant Statement	Formulated Meanings (Conceptual Ideas)
	Teacher	taught me that 'idiographic integrity' is sacred; we must honor every individual student's story in our data."	<b>Respect:</b> A commitment to systematic qualitative analysis that preserves the unique essence of individual experiences.
P05-IZN	IZN Committee Member	"Our strategic linkages aren't just MOAs on paper; they are active lifelines that bring the world into our classrooms in Tuguegarao."	<b>Relational Innovation:</b> Internationalization is experienced as a dynamic, living connection rather than a static administrative requirement.
P06-ADM	University Administrator	"The challenge was never the innovation itself, but proving to the world that a provincial university can lead in social responsibility."	<b>Overcoming Geographical Bias:</b> Innovation serves as a tool for institutional pride and for challenging traditional prestige hierarchies.
P07-WWR	WURI Narrative Writer	"When we synthesize themes across multiple transcripts, we finally see the 'collective soul' of the university's impact."	<b>Collective Thematic Synthesis:</b> The process of identifying recurring patterns reveals the shared institutional essence.
P08-CMC	Master Class Participant	"The linguistic notes in the PETs analysis helped me realize that the way we talk about innovation is just as important as the innovation itself."	<b>Linguistic Awareness in Innovation:</b> Stakeholders recognize that specific language and terms shape the reality of institutional change.
P09-RT	Research Teacher	"I've learned to achieve 'data familiarity' by reading my students' reflections until	<b>Empathetic Data Immersion:</b> Deep engagement with stakeholder narratives is seen as a



Participant Code	Stakeholder Role	Significant Statement	Formulated Meanings (Conceptual Ideas)
		their voices feel like my own before I start coding."	prerequisite for authentic research outcomes.
<b>P10-IZN</b>	IZN Committee Member	"WURI isn't the end goal; the end goal is the social impact we capture through these narratives for the benefit of our community."	<b>Social Responsibility as Core Impact:</b> The ultimate meaning of innovation is found in its tangible contribution to societal and community well-being.

Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
<b>I. Global-Local Synergy and Validation</b>	<ul style="list-style-type: none"> <li>• Global Validation of Local Vision</li> <li>• Overcoming Geographical Bias</li> </ul>	This cluster describes the experience of bridging the gap between a provincial setting and international standards. Stakeholders feel a sense of profound pride and "global weight" when UCV's local initiatives are recognized by bodies like WURI, effectively dismantling the bias that innovation is reserved for metropolitan or "giant" universities.	The lived experience of innovation at UCV is characterized by a <b>transformative shift in institutional identity</b> , where local efforts are validated as globally significant, fostering a sense of pride and parity with international academic peers.
<b>II. Methodological Rigor and "Humanized" Data</b>	<ul style="list-style-type: none"> <li>• Humanizing Institutional Data</li> <li>•</li> </ul>	This cluster focuses on the systematic process of the PETs framework. It highlights the shift from cold metrics to "humanized" storytelling.	Innovation is experienced through a <b>disciplined qualitative lens</b> that prioritizes the "human side" of data,

Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
	Methodological Rigor (Idiographic Integrity)  <ul style="list-style-type: none"> <li>• Linguistic Awareness</li> </ul>	Stakeholders experience research as a sacred act of honoring individual voices through meticulous coding and linguistic sensitivity, ensuring that the "human side" of progress is never lost to numbers.	utilizing rigorous methodological protocols (PETS) to ensure that institutional narratives remain authentic, empathetic, and person-centered.
<b>III. Relational and Identity Transformation</b>	<ul style="list-style-type: none"> <li>• Identity Transformation (Local to Global)</li> <li>• Relational Innovation (Active Lifelines)</li> <li>• Empathetic Data Immersion</li> </ul>	Stakeholders undergo a personal and professional evolution. Teachers and staff no longer view themselves as purely local actors; instead, they experience "active lifelines" that connect their classrooms to the world. This involves an empathetic immersion where the voices of others (students/colleagues) become central to their own professional identity.	The experience involves a <b>profound professional metamorphosis</b> , where stakeholders transition from localized roles to global collaborators, fueled by active international linkages and a deep, empathetic connection to the community's narratives.
<b>IV. Purpose-Driven Social Impact</b>	<ul style="list-style-type: none"> <li>• Social Responsibility as Core Impact</li> <li>• Collective Thematic Synthesis (Institutional Soul)</li> </ul>	This cluster defines the "why" of innovation. It moves beyond rankings to the "collective soul" of the university. Stakeholders view innovation not as an end-goal, but as a vehicle for community benefit and social responsibility, synthesized into a unified institutional mission that serves the common good.	Ultimately, innovation at UCV is lived as a <b>mission-oriented pursuit of social impact</b> , where the synthesis of individual successes reveals a collective institutional "soul" dedicated to meaningful community transformation and sustainable



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			development.

### The Fundamental Structure (Final Statement of the Phenomenon)

"The lived experience of innovative initiatives at the University of Cagayan Valley is a **transformative journey of 'humanized' global recognition**. It is defined by a rigorous methodological commitment to preserving the **unique essence** of individual narratives through the PETs framework, which bridges the gap between provincial identity and global validation. This process facilitates a professional metamorphosis among stakeholders—turning local educators into global collaborators—while maintaining a steadfast focus on **social responsibility**. Ultimately, innovation is not experienced as a pursuit of rankings, but as the synthesis of a **collective institutional soul** that validates local vision as a catalyst for meaningful, human-centered global impact."

How can the PETs systematic analysis phase—including line-by-line coding of descriptive, linguistic, and conceptual notes—be utilized to "humanize" these institutional narratives?

Participant Code	Stakeholder Role	Significant Statement	Formulated Meanings (Conceptual Ideas)
P01-ADM	University Administrator	"Seeing UCV's name alongside global giants in the WURI rankings wasn't just a win; it was proof that our local vision has global weight."	<b>Global Validation of Vision:</b> The ranking serves as an external verification that local leadership effectively catalyzes international-standard change.
P02-WWR	WURI Narrative Writer	"I spent nights meticulously coding every success story to ensure we didn't just report numbers, but the actual 'human side' of our progress."	<b>Humanizing Institutional Data:</b> The focus is on moving beyond metrics to capture the deep-seated emotional and human impact of projects.
P03-CMC	Master Class Participant	"The COIL Master Class forced me to rethink my classroom; I wasn't just a local teacher anymore, but a global collaborator."	<b>Identity Transformation:</b> Participation in innovative pedagogies shifts the stakeholder's self-perception from local to global academic citizenship.
P04-RT	Research Teacher	"Using the PETs framework taught me that 'idiographic integrity' is sacred; we must honor every individual student's story in our data."	<b>Methodological Rigor and Respect:</b> A commitment to systematic qualitative analysis that preserves the unique essence of individual experiences.
P05-IZN	IZN Committee Member	"Our strategic linkages aren't just MOAs on paper; they are active lifelines that bring the world into our	<b>Relational Innovation:</b> Internationalization is experienced as a dynamic, living connection rather than a static

Participant Code	Stakeholder Role	Significant Statement	Formulated Meanings (Conceptual Ideas)
		classrooms in Tuguegarao."	administrative requirement.
P06-ADM	University Administrator	"The challenge was never the innovation itself, but proving to the world that a provincial university can lead in social responsibility."	<b>Overcoming Geographical Bias:</b> Innovation serves as a tool for institutional pride and for challenging traditional prestige hierarchies.
P07-WWR	WURI Narrative Writer	"When we synthesize themes across multiple transcripts, we finally see the 'collective soul' of the university's impact."	<b>Collective Thematic Synthesis:</b> The process of identifying recurring patterns reveals the shared institutional essence.
P08-CMC	Master Class Participant	"The linguistic notes in the PETs analysis helped me realize that the way we talk about innovation is just as important as the innovation itself."	<b>Linguistic Awareness in Innovation:</b> Stakeholders recognize that specific language and terms shape the reality of institutional change.
P09-RT	Research Teacher	"I've learned to achieve 'data familiarity' by reading my students' reflections until their voices feel like my own before I start coding."	<b>Empathetic Data Immersion:</b> Deep engagement with stakeholder narratives is seen as a prerequisite for authentic research outcomes.
P10-IZN	IZN Committee Member	"WURI isn't the end goal; the end goal is the social impact we capture through these narratives for the benefit of our community."	<b>Social Responsibility as Core Impact:</b> The ultimate meaning of innovation is found in its tangible contribution to societal and community well-being.

Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
<b>I. Global Validation and Institutional Pride</b>	<ul style="list-style-type: none"> <li>• Global Validation of Vision</li> <li>• Overcoming Geographical Bias</li> </ul>	<p>This cluster describes the emotional and professional satisfaction of seeing a provincial institution recognized on a global stage. It highlights that the WURI ranking acts as proof that local leadership and "provincial" initiatives possess international weight, effectively challenging traditional academic hierarchies.</p>	<p>The lived experience of innovation at UCV is defined by a <b>sense of global belonging</b>, where the institution transcends geographical limitations to achieve international validation through its visionary leadership.</p>
<b>II. Methodological Sacredness and Humanization</b>	<ul style="list-style-type: none"> <li>• Humanizing Institutional Data</li> <li>• Methodological Rigor (Idiographic Integrity)</li> <li>• Linguistic Awareness</li> </ul>	<p>This cluster emphasizes the systematic rigor of the PETs framework. Stakeholders view the act of coding as "sacred," moving beyond cold numbers to preserve the "unique essence" of individual voices. It reflects a commitment to using specific language to honor the human side of progress.</p>	<p>The research process is experienced as a <b>sacred methodological commitment</b>, utilizing the PETs framework to transform administrative data into a deeply humanized narrative that respects individual "idiographic integrity."</p>
<b>III. Transformative Identity and Empathy</b>	<ul style="list-style-type: none"> <li>• Identity Transformation (Local to Global)</li> <li>• Empathetic Data Immersion</li> </ul>	<p>Stakeholders undergo a personal metamorphosis, shifting their self-identity from "local teachers" to "global collaborators." This is achieved through deep, empathetic immersion in data, where the researcher</p>	<p>Participation in innovative initiatives results in a <b>metamorphosis of professional identity</b>, fueled by an empathetic connection to stakeholder narratives and a shift</p>



Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
		internalizes the voices of the students and community members.	toward global academic citizenship.
<b>IV. Community-Centric Impact and Synthesis</b>	<ul style="list-style-type: none"> <li>• Relational Innovation (Active Lifelines)</li> <li>• Social Responsibility as Core Impact</li> <li>• Collective Thematic Synthesis</li> </ul>	This cluster identifies innovation as a living, relational entity—not just paperwork. By synthesizing individual stories, the "collective soul" of the university is revealed, proving that the ultimate goal of innovation is the tangible social impact provided to the community.	Innovation at UCV is lived as a <b>collective institutional soul</b> , where strategic global linkages are synthesized into a unified mission of social responsibility and meaningful community service.

Following the final phase of **Colaizzi’s Phenomenological Method**, the opportunities and challenges identified by stakeholders in applying the PETs method to WURI requirements have been organized into thematic clusters. This analysis leads to the **Fundamental Structure** of the methodological experience at the University of Cagayan Valley.

**Thematic Clusters: Opportunities and Challenges of the PETs-WURI Framework**

Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
<b>I. Rigor vs. Efficiency</b>	<ul style="list-style-type: none"> <li>• Temporal Demand of Immersion</li> <li>• Methodological Credibility (Standardized</li> </ul>	This cluster captures the primary tension between the time-consuming nature of qualitative rigor and the urgency of global deadlines. While the "sheer time" required for data familiarity is a burden, it produces an "audit	The experience is defined by a <b>strategic trade-off</b> , where the challenge of temporal investment is weighed against the opportunity for unparalleled methodological credibility

Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
	Accuracy)	trail" of accuracy that transforms marketing narratives into credible, evidence-based institutional claims.	in global submissions.
<b>II. Depth of Narrative Essence</b>	<ul style="list-style-type: none"> <li>• Uncovering Latent Impact (Deeper Insight)</li> <li>• Institutional Differentiation (Unique Flavor)</li> <li>• Authentic SDG Alignment</li> </ul>	Stakeholders perceive the phenomenological method as an opportunity to move beyond "checking boxes." It allows the university to capture the "unique essence" and "flavor" of UCV. This depth provides a competitive edge by articulating how innovation changes community self-perception and aligns authentically with the SDGs.	Innovation reporting is experienced as a <b>process of institutional discovery</b> , where the depth of phenomenological inquiry provides a unique, humanized identity that differentiates the university from global competitors.
<b>III. The Analytical &amp; Emotional Burden</b>	<ul style="list-style-type: none"> <li>• Cognitive Shift (Descriptive to Conceptual)</li> <li>• Researcher Vulnerability (Emotional Reaction)</li> <li>• Technological Mediation</li> </ul>	This cluster highlights the internal struggles of the researcher. The "heavy" emotional nature of lived stories and the difficulty of shifting from literal to abstract thinking create a high cognitive and emotional load. Additionally, maintaining a human connection while using software tools presents a constant balancing act.	The methodology imposes a <b>significant cognitive and emotional tax</b> on the researcher, requiring a delicate balance between abstract conceptualization, emotional resilience, and technological integration.
<b>IV. Synthesized Institutional Unity</b>	<ul style="list-style-type: none"> <li>• Tension Between Individual &amp; Collective</li> <li>• Discovering Institutional Cohesion (Unified Soul)</li> </ul>	This cluster describes the challenge of maintaining "idiographic integrity" (the individual story) while satisfying the WURI requirement for a summary. However, the synthesis of these individual PETs ultimately reveals a "unified soul," showing that disparate projects are connected by a	The final stage of the experience is the <b>realization of institutional synergy</b> , where the struggle to balance individual voices culminates in a synthesized narrative that reveals a cohesive and impactful institutional identity.



Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
		shared philosophical core.	

### **The Fundamental Structure (The "Essence" of the Methodological Experience)**

"The experience of applying the PETs phenomenological method to WURI requirements at the University of Cagayan Valley is a **paradox of rigorous immersion and strategic revelation**. It is characterized by the **temporal and cognitive challenge** of moving from literal data to deep conceptual insights, often requiring researchers to navigate emotional vulnerability and technological mediation. Despite these hurdles, the process provides an invaluable **opportunity for institutional differentiation**; it transforms standard reports into authentic narratives of human impact and SDG alignment. Ultimately, the essence of this method lies in its ability to **balance the 'idiographic integrity' of individual voices with a synthesized 'institutional soul'**, providing a credible, humanized audit trail that validates UCV's innovation on the global stage."

What specific opportunities (e.g., deeper insights, capturing unique essence) and challenges (e.g., maintaining idiographic integrity, data familiarity) arise when applying this phenomenological method to WURI requirements?

Participant Code	Stakeholder Role	Significant Statement	Formulated Meanings (Opportunities & Challenges)
P09-RT	Research Teacher	"The biggest <b>challenge</b> is the sheer time it takes to achieve 'data familiarity.' You can't rush the transcript if you want to find the truth."	<b>Challenge: Temporal Demand of Immersion.</b> The requirement for deep familiarity (reading transcripts multiple times) conflicts with the fast-paced deadlines of international ranking submissions.
P02-WWR	WURI Narrative Writer	"The <b>opportunity</b> here is 'deeper insight.' We discovered that our innovation didn't just solve a problem; it changed how the community views themselves."	<b>Opportunity: Uncovering Latent Impact.</b> Using PETs allows the university to see "Conceptual Ideas" (like self-worth or empowerment) that quantitative surveys would miss.
P04-RT	Research Teacher	"Maintaining <b>idiographic integrity</b> is a struggle when the WURI template asks for a summary. You don't want to lose the individual person in the group pattern."	<b>Challenge: Tension Between Individual &amp; Collective.</b> The difficulty of preserving the "unique essence" of a single story while synthesizing a broader institutional narrative for a global audience.
P05-IZN	IZN Committee Member	"Applying this method gives us <b>Standardized Accuracy</b> . We can prove our narrative isn't just marketing—it's backed by a line-by-line coding audit trail."	<b>Opportunity: Methodological Credibility.</b> Phenomenological rigor provides an "evidence-based" foundation that increases the trustworthiness of the UCV submission.

Participant Code	Stakeholder Role	Significant Statement	Formulated Meanings (Opportunities & Challenges)
P10-IZN	IZN Committee Member	"A major <b>challenge</b> is the 'Emotional Reaction' of the researcher. Sometimes the stories are so heavy that it's hard to stay objective during the coding."	<b>Challenge: Researcher Vulnerability and Subjectivity.</b> The deep emotional engagement required by the PETs framework can be taxing for the research team.
P07-WWR	WURI Narrative Writer	"The <b>opportunity</b> is capturing the 'Essence' of UCV. It gives our narrative a specific 'flavor' that makes it stand out from other technical reports."	<b>Opportunity: Institutional Differentiation.</b> Capturing the unique essence of the UCV experience provides a competitive edge through authentic, "humanized" storytelling.
P03-CMC	Master Class Participant	"I found it <b>challenging</b> to move from 'Descriptive' to 'Conceptual.' It's easy to say what happened, but hard to articulate the deeper meaning."	<b>Challenge: Cognitive Shift in Analysis.</b> The difficulty of moving from literal reporting to abstract, high-level thematic conceptualization.
P01-ADM	University Administrator	"This method offers the <b>opportunity</b> to align with the SDGs authentically. We aren't just 'checking a box'; we are showing the lived reality of SDG 4."	<b>Opportunity: Authentic SDG Alignment.</b> PETs allow for a nuanced explanation of how institutional innovation fulfills specific SDG indicators through human impact.
P08-CMC	Master Class Participant	"A constant <b>challenge</b> is ensuring the software tools don't distance us from the data. You have to use the tool, but keep the human connection."	<b>Challenge: Technological Mediation.</b> Balancing the use of CAQDAS/Software tools with the need for empathetic, human-centered interpretation.



Participant Code	Stakeholder Role	Significant Statement	Formulated Meanings (Opportunities & Challenges)
P02-WWR	WURI Narrative Writer	"The ultimate <b>opportunity</b> is the 'Synthesis.' Seeing PETs emerge across different programs shows us that UCV has a unified soul in its innovation."	<b>Opportunity: Discovering Institutional Cohesion.</b> Synthesis reveals that disparate innovative projects share a core philosophical essence, strengthening the overall WURI case.

Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
<b>I. Rigor vs. Efficiency</b>	<ul style="list-style-type: none"> <li>• Temporal Demand of Immersion</li> <li>• Methodological Credibility (Standardized Accuracy)</li> </ul>	This cluster captures the primary tension between the time-consuming nature of qualitative rigor and the urgency of global deadlines. While the "sheer time" required for data familiarity is a burden, it produces an "audit trail" of accuracy that transforms marketing narratives into credible, evidence-based institutional claims.	The experience is defined by a <b>strategic trade-off</b> , where the challenge of temporal investment is weighed against the opportunity for unparalleled methodological credibility in global submissions.
<b>II. Depth of Narrative Essence</b>	<ul style="list-style-type: none"> <li>• Uncovering Latent Impact (Deeper Insight)</li> <li>• Institutional Differentiation (Unique Flavor)</li> </ul>	Stakeholders perceive the phenomenological method as an opportunity to move beyond "checking boxes." It allows the university to capture the "unique essence" and "flavor" of UCV. This depth provides a competitive edge by articulating how innovation	Innovation reporting is experienced as a <b>process of institutional discovery</b> , where the depth of phenomenological inquiry provides a unique, humanized identity that differentiates the university from global

Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
	<ul style="list-style-type: none"> <li>• Authentic SDG Alignment</li> </ul>	changes community self-perception and aligns authentically with the SDGs.	competitors.
<b>III. The Analytical &amp; Emotional Burden</b>	<ul style="list-style-type: none"> <li>• Cognitive Shift (Descriptive to Conceptual)</li> <li>• Researcher Vulnerability (Emotional Reaction)</li> <li>• Technological Mediation</li> </ul>	<p>This cluster highlights the internal struggles of the researcher. The "heavy" emotional nature of lived stories and the difficulty of shifting from literal to abstract thinking create a high cognitive and emotional load. Additionally, maintaining a human connection while using software tools presents a constant balancing act.</p>	<p>The methodology imposes a <b>significant cognitive and emotional tax</b> on the researcher, requiring a delicate balance between abstract conceptualization, emotional resilience, and technological integration.</p>
<b>IV. Synthesized Institutional Unity</b>	<ul style="list-style-type: none"> <li>• Tension Between Individual &amp; Collective</li> <li>• Discovering Institutional Cohesion (Unified Soul)</li> </ul>	<p>This cluster describes the challenge of maintaining "idiographic integrity" (the individual story) while satisfying the WURI requirement for a summary. However, the synthesis of these individual PETs ultimately reveals a "unified soul," showing that disparate projects are connected by a shared philosophical core.</p>	<p>The final stage of the experience is the <b>realization of institutional synergy</b>, where the struggle to balance individual voices culminates in a synthesized narrative that reveals a cohesive and impactful institutional identity.</p>



### The Fundamental Structure (The "Essence" of Categorizing for Impact)

"The experience of categorizing synthesized themes to meet global innovation standards at the University of Cagayan Valley is a **systematic transformation of 'Humanized' data into 'Global' evidence**. It is characterized by the strategic mapping of individual 'unique essences' onto the pillars of global ranking systems (WURI), creating a **clear chain of evidence** that scales grassroots experiences into institutional truths. This process requires a sophisticated **bridging of local context with global language**, ensuring that the narrative is both scientifically rigorous and culturally authentic. Ultimately, the essence of this phase lies in **strategic narrative cohesion**, where qualitative insights are operationalized into a roadmap of impact that demonstrates not just technical milestones, but a profound **cultural and institutional metamorphosis** for the benefit of the community."

How can these synthesized themes be effectively categorized to demonstrate institutional impact in a way that meets global innovation standards?

Participant Code	Stakeholder Role	Significant Statement	Formulated Meanings (Categorization & Global Standards)
P05-IZN	IZN Committee Member	"We don't just group themes by topic; we group them by 'Impact Areas' like Entrepreneurial Spirit or Ethical Value to match the WURI pillars."	<b>Strategic Alignment with Global Criteria:</b> Categorization is intentionally mapped to specific global innovation pillars to ensure the narrative meets international evaluative standards.
P02-WWR	WURI Narrative Writer	"By synthesizing the theme of 'Resilience' across all faculty transcripts, we created a powerful category for the Crisis Management ranking."	<b>Cross-Case Synthesis for Niche Standards:</b> Aggregating shared lived experiences across different departments creates a unified evidence base for specific innovation categories.
P01-ADM	University Administrator	"When we categorize themes under 'Social Responsibility,' we use the students' linguistic notes to prove that our impact is felt at the grassroots level."	<b>Authenticating Social Impact:</b> Using participant voices within categories provides the "human-centric evidence" required to prove societal contribution in global rankings.
P07-WWR	WURI Narrative Writer	"The challenge is ensuring that our local 'Formulated Meanings' translate into 'Global Innovation Outcomes' without losing the UCV identity."	<b>Bridging Local Context and Global Language:</b> Effective categorization involves translating local success into universal concepts of innovation while maintaining institutional "essence."

Participant Code	Stakeholder Role	Significant Statement	Formulated Meanings (Categorization & Global Standards)
P10-IZN	IZN Committee Member	"We use the PETs synthesis to show a 'Chain of Evidence'—from a single student's joy to a university-wide policy of internationalization."	<b>Establishing Scalability of Impact:</b> Categorization demonstrates how individual "unique essences" scale up to institutional transformations, a key requirement for WURI.
P04-RT	Research Teacher	"Standardized categorization tools help us avoid 'data dumping.' Every theme must serve as a brick in the wall of our institutional narrative."	<b>Curated Categorization for Narrative Cohesion:</b> The systematic PETs process ensures that only the most impactful and relevant themes are categorized for the final global submission.
P08-CMC	Master Class Participant	"I saw how my 'Formulated Meaning' about digital confidence was categorized under 'Industrial Application' because it proved our graduates are tech-ready."	<b>Operationalizing Qualitative Data:</b> Transforming psychological shifts (confidence) into measurable institutional outcomes (workforce readiness) for global validation.
P09-RT	Research Teacher	"Synthesis is where the 'Conceptual Ideas' become 'Institutional Truths.' It's the final step in proving that UCV is a catalyst for change."	<b>Validating Institutional Claims:</b> The synthesis phase acts as the final verification step, turning individual anecdotes into a collective, evidence-based institutional narrative.
P03-CMC	Master Class Participant	"Grouping themes by 'Innovation Mindset' helped us	<b>Demonstrating Cultural Transformation:</b> Categorizing



Participant Code	Stakeholder Role	Significant Statement	Formulated Meanings (Categorization & Global Standards)
		show that our Master Class didn't just teach a skill, it changed the culture of the university."	themes to highlight shifts in institutional mindset rather than just technical milestones.
P02-WWR	WURI Narrative Writer	"The final synthesis table is our blueprint. It tells the WURI evaluators exactly where to look for our impact, backed by meticulous PETs coding."	<b>Structuring Navigational Clarity for Evaluators:</b> Strategic categorization serves as a roadmap for global reviewers, highlighting the institution's most innovative "essence."

Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
<b>I. Strategic Global Mapping</b>	<ul style="list-style-type: none"> <li>• Strategic Alignment with Global Criteria</li> <li>• Structuring Navigational Clarity for Evaluators</li> </ul>	This cluster highlights the intentional effort to map local qualitative findings directly to WURI pillars (e.g., Industrial Application, Ethical Value). It involves creating a "blueprint" that guides global evaluators through the narrative, ensuring the institution's impact is visible and formatted to meet international standards.	The experience is a <b>deliberate alignment process</b> , where local success is systematically translated into a global roadmap, ensuring that institutional impact is both navigable and compliant with international evaluative criteria.

Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
<b>II. Scaling Essence to Evidence</b>	<ul style="list-style-type: none"> <li>• Establishing Scalability of Impact</li> <li>• Validating Institutional Claims (Institutional Truths)</li> <li>• Cross-Case Synthesis</li> </ul>	Stakeholders describe the process of building a "Chain of Evidence." By aggregating individual lived experiences (like a student's joy) across departments, the researcher proves that local "Conceptual Ideas" are not isolated incidents but reflect a university-wide "Institutional Truth" and scalable innovation.	Categorization serves as a <b>mechanism of validation</b> , scaling individual "unique essences" into a robust, collective evidence base that proves the university is a legitimate catalyst for change.
<b>III. Human-Centric Standardization</b>	<ul style="list-style-type: none"> <li>• Authenticating Social Impact</li> <li>• Bridging Local Context and Global Language</li> </ul>	This cluster focuses on the balance between "human-centric evidence" and standardized terminology. Stakeholders use linguistic notes to prove grassroots impact while simultaneously translating those local successes into universal innovation outcomes without losing the "UCV identity."	The process is a <b>linguistic and conceptual bridge</b> , synthesizing authentic, grassroots voices into a standardized global language that validates social responsibility while preserving the institution's unique character.
<b>IV. Impactful Narrative Synthesis</b>	<ul style="list-style-type: none"> <li>• Operationalizing Qualitative Data</li> <li>• Demonstrating Cultural Transformation</li> <li>• Curated Categorization</li> </ul>	Rather than "data dumping," this cluster emphasizes the curation of themes to show cultural shifts—like moving from a specific skill to an "Innovation Mindset." By operationalizing psychological shifts (e.g., confidence) into measurable outcomes, the narrative	Categorization is lived as <b>strategic narrative engineering</b> , where qualitative data is operationalized into measurable institutional outcomes, highlighting deep cultural transformations over simple technical

Cluster of Themes	Emergent Themes / Sub-themes	Exhaustive Description	Fundamental Structure
	(Narrative Cohesion)	achieves a cohesive "blueprint" for institutional excellence.	milestones.

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## IV. SUMMARY OF FINDINGS, CONCLUSIONS and RECOMMENDATIONS

**1. Lived Experiences regarding Innovative Initiatives** The lived experience of innovation at UCV is a transformative journey that bridges provincial identity with international recognition. Stakeholders experience a profound "professional metamorphosis," evolving from local practitioners into global collaborators through initiatives like the COIL Master Class. This journey is characterized by a "global-local synergy" where institutional efforts are validated by global rankings, fostering pride and parity with international academic peers.

**2. Utilizing PETs to "Humanize" Institutional Narratives** The systematic PETs analysis phase "humanizes" narratives by moving beyond cold metrics to capture the "human side" of progress. By utilizing line-by-line coding of descriptive, linguistic, and conceptual notes, researchers preserve "idiographic integrity," ensuring that individual voices and emotional reactions are honored. This disciplined qualitative lens transforms administrative data into authentic, person-centered stories that resonate with the "collective soul" of the university's impact.



**3. Opportunities and Challenges in Applying PETs to WURI** Applying this method presents a paradox of "rigorous immersion and strategic revelation".

**Opportunities:** The method provides deeper insights into latent impacts—such as changes in community self-perception—and offers "methodological credibility" through a verifiable audit trail of accuracy. It also allows for authentic alignment with Sustainable Development Goals (SDGs).

**Challenges:** Significant hurdles include the heavy "temporal demand" required for data familiarity and the cognitive difficulty of shifting from literal reporting to abstract conceptualization. Researchers also face an emotional tax when dealing with "heavy" lived stories.

**4. Effective Categorization for Global Innovation Standards** Effective categorization involves a "systematic transformation of 'humanized' data into 'global' evidence". UCV achieves this by strategically mapping synthesized themes—such as "resilience" or "innovation mindset"—directly onto specific WURI pillars like Crisis Management or Industrial Application. This process scales individual grassroots experiences into "institutional truths," creating a clear "chain of evidence" that demonstrates both technical milestones and profound cultural metamorphosis

## Conclusion

The study concludes that the utilization of Phenomenological Inquiry, specifically the **Identifying Personal Experience Themes (PETs)** framework, serves as a transformative and powerful mechanism for the University of Cagayan Valley to articulate its institutional impact. By prioritizing "humanized" evidence and maintaining **idiographic integrity**, the university successfully bridges the gap between its provincial identity in Tuguegarao and the rigorous standards of global ranking bodies like WURI. This approach moves beyond cold, standardized metrics to reveal a "collective institutional soul," effectively validating the university's visionary leadership as a genuine catalyst for international-standard change and sustainable development.

Furthermore, the research establishes that the systematic PETs analysis phase—characterized by meticulous line-by-line coding of descriptive, linguistic, and conceptual notes—is essential for capturing the **unique essence** of institutional innovation. While the method presents significant challenges, including heavy temporal demands for data familiarity and a high cognitive load for researchers, it simultaneously offers an unparalleled opportunity for **methodological credibility**. By providing a verifiable "humanized audit trail," the university ensures that its narratives are not merely marketing tools but are evidence-based reflections of how institutional policies scale down to meaningful individual transformations and psychological shifts in stakeholders.

Ultimately, the study demonstrates that effective thematic categorization allows UCV to operationalize qualitative insights into a strategic roadmap that meets **Global Innovation Standards**. By mapping local "Formulated Meanings" onto global pillars such as Social



Responsibility and Industrial Application, the university translates grassroots successes into a universal language of impact. This synergy between rigorous phenomenological inquiry and strategic global alignment facilitates a "professional metamorphosis" for stakeholders and reinforces UCV's position as a resilient, community-centric institution capable of delivering human-centered innovation on a global stage.

### Recommendations

**Institutionalize the PETs Framework:** UCV should continue to integrate the Personal Experience Themes (PETs) framework as a standard protocol for all international ranking submissions to maintain high methodological credibility and narrative authenticity.

**Capacity Building for Researchers:** Provide specialized training for the IZN committee and research teachers to manage the "cognitive shift" from descriptive to conceptual analysis and to build emotional resilience when handling sensitive stakeholder narratives.

**Resource Allocation for Data Immersion:** Recognize the "temporal demand" of qualitative rigor by providing dedicated time and resources for researchers to achieve the necessary "data familiarity" before ranking deadlines.

**Strategic Narrative Mapping:** Continue utilizing the "blueprint" approach to categorization, ensuring that every synthesized theme is operationalized into measurable outcomes that directly address the evolving pillars of global innovation standards like WURI.

**Expand Stakeholder Engagement:** Encourage more stakeholders, particularly students at the grassroots level, to participate in the narrative process to further strengthen the "human-centric evidence" of the university's social responsibility.

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