Available Online at www.ijcsmc.com

International Journal of Computer Science and Mobile Computing

A Monthly Journal of Computer Science and Information Technology

ISSN 2320–088X
IMPACT FACTOR: 7.056

IJCSMC, Vol. 15, Issue. 3, March 2026, pg.105 – 114

MCC Connect: A Unified Web Platform for MCC Event and Portfolio Organizer

John Anthony B. Abello[1]; Paul B. Gercan[2]; Joey A. Marce[3]; Ronel C. Alolod[4]; Brian Nick Acorda[5]; Jomar Setenta[6]; Nino Bacolod[7]; Kevin Adrian Pacinio[8]; Kurt Bryan S. Alegre, MIT (C)[9]

[1,2,3,4,5,6,7,8]Bachelor of Science in Information Technology, Bunakan, Madridejos, Cebu, Philippines
[9]Instructor, School of Information Technology, Bunakan, Madridejos, Cebu, Philippines
[1] johnanthony.abello@mcclawis.edu.ph; [2] paul.gercan@mcclawis.edu.ph; [3] joey.marce@mcclawis.edu.ph; [4] ronel.alolod@mcclawis.edu.ph; [5] briannickcorodova18@gmail.com; [6] setentajomar2@gmail.com; [7] ninobacolod19@gmail.com; [8] kevinadrianpacinio@gmail.com; [9] kurtbryan.algere@mcclawis.edu.ph

DOI: https://doi.org/10.47760/ijcsmc.2026.v15i03.012

Abstract: Educational institutions continue to grapple with fragmented systems for managing co-curricular activities and documenting student achievement. This study addresses the operational challenges at Madridejos Community College (MCC), where conventional paper-based and disjointed digital approaches have resulted in disorganized records, delayed event communication, and the absence of a centralized mechanism for tracking both student accomplishments and institutional activities. To resolve these persistent inefficiencies, the researchers developed MCC Connect, a centralized web-based digital ecosystem engineered to enhance coordination, data integrity, accessibility, and administrative efficiency. The platform integrates transformative features including real-time event notifications, automated portfolio compilation, streamlined cloud-based storage, and cross-platform accessibility for students, faculty, and administrators. Employing the Agile Development Methodology, the system underwent iterative design, prototyping, and continuous refinement informed by stakeholder feedback to optimize performance and user experience. The technical robustness and software quality of the platform that rigorously evaluated using ISO/IEC 25010 standards, with particular emphasis on functionality, usability, security, and reliability. Core system capabilities include an intuitive administrative dashboard for seamless event logistics management, a structured student portfolio module that documents academic progression, and responsive mobile-friendly access ensuring consistent device compatibility. Evaluations conducted by information technology professionals and institutional stakeholders affirmed the system's robust functionality, efficient data processing capabilities, and intuitive interface, with only minor recommendations for aesthetic refinements. The findings establish MCC Connect as an effective, scalable, and contemporary solution that substantially improves institutional organization while offering a strategic digital framework that peer academic institutions may adopt to modernize administrative workflows and enhance professional documentation of student success.

Keywords: Academic Information Systems, Agile Methodology, Cloud-Based Data Storage, Digital Transformation in Education, Event Coordination, ISO/IEC 25010, Madridejos Community College, Software Quality Evaluation, Student Portfolio Management, Web-Based Management System

I. INTRODUCTION

The digital transformation of academic institutions has become imperative in an era where seamless information management directly impacts educational outcomes and operational efficiency. According to [1] Harini, H., Ripki, A. J. H., Sulistianingsih, S., Herlina, H., & Putri, A. (2024), the utilization of information and communication technology significantly enhances educational management efficiency by improving accessibility, organization, and communication. MCC Connect represents a digital platform designed to empower individuals and organizations in Madridejos to efficiently manage institutional events while showcasing academic and professional portfolios. This centralized online solution serves students, faculty, event coordinators, and administrators by consolidating previously fragmented functions into a unified and cohesive digital ecosystem.

Contemporary research emphasizes the importance of proactive planning frameworks in institutional management. [2] Poudyal, Poudel, and Dubey (2023) highlight the significance of proactive risk identification, adaptive strategy development, and systematic planning in managing complex organizational activities. When applied to academic institutions, these principles enable effective preparation for disruptions, infrastructure limitations, and unforeseen challenges affecting institutional events and academic operations.

MCC Connect empowers users to create and maintain comprehensive event calendars, publish media-rich portfolio content, and communicate with stakeholders in real time. Through its intuitive interface, users can manage portfolio entries, personalize event information, and track important deadlines and milestones. The integration of calendar management, real-time notifications, and interactive features enhances organizational efficiency and improves communication among stakeholders.

The scope of MCC Connect focuses on the digital organization of institutional events and the presentation of student and faculty portfolios. The system includes an event information module that provides comprehensive listings of upcoming and past events, a portfolio showcases for academic and professional works, and user account management for students, faculty, event coordinators, and administrators. Administrative verification ensures the accuracy and appropriateness of submitted content, while automated activity reports provide insights into event participation and portfolio engagement. The system is deployed through cloud-based infrastructure, enabling users to access the platform anytime and anywhere with internet connectivity.

Despite its comprehensive capabilities, MCC Connect has certain limitations. The current version prioritizes core event management and portfolio functionality, while additional features such as integrated payment processing, direct messaging, automated account recovery, and event ticket or certificate printing are planned for future development. Password recovery currently requires administrative assistance to ensure security, and communication features are limited to structured platform workflows. These limitations reflect a phased development approach that prioritizes stability, usability, and secure implementation while allowing scalability for future enhancements.

The significance of this study lies in its contribution to improving institutional efficiency, accessibility, and digital transformation. For event coordinators and faculty, MCC Connect simplifies event planning, coordination, and portfolio presentation, enhancing productivity and organizational effectiveness. Students and general users benefit from convenient access to event listings and portfolio records, enabling structured participation and academic documentation. At the institutional and community level, MCC Connect supports digital transformation initiatives by providing a centralized platform that improves communication, transparency, and operational efficiency.

Event management has evolved into a multidisciplinary field involving strategic planning, stakeholder coordination, and organizational communication. Research by [3] Dowson, R., Albert, B., & Lomax, D. (2026), emphasizes that effective event management requires systematic planning, practical experience, and structured documentation. Similarly, [4], Bowdin et al. (2023) describe event management as an integrated discipline incorporating marketing, operations, and technology to ensure successful event delivery. [5] Blyznyuk, Kuz, and Kinas (2024) further highlight event management as a strategic tool for engagement and organizational development.

Stakeholder coordination and service quality are also critical components of successful event management. [6], Sanyaolu, T. O., Adeleke, A. G., Efunniyi, C. P., Akwawa, L. A., & Azubuko, C. F. (2023), emphasize the importance of balancing stakeholder interests and managing expectations to achieve successful outcomes. [7] Parahoo, S. K., Lea Harvey, H., & Ayyagari, M. (2018), demonstrate that service quality and brand perception significantly influence stakeholder satisfaction and engagement, while [8] Sukhawatthanakun, K. (2023) highlight the importance of relationship management and communication in maintaining long-term engagement. Furthermore, [9] Yamaguchi, Oshimi, and Derom (2024) emphasize that effective collaboration, clear communication, and coordinated planning are essential for managing complex events successfully.

This research aims to design and implement MCC Connect as a system specifically tailored to the needs of the Madridejos Community College academic community. The system incorporates modern technologies such as cloud computing, responsive web design, and secure data management to ensure scalability, accessibility, and security. Unlike generic platforms such as Canva and Eventbrite, MCC Connect offers localized functionality,

integrated portfolio management, and customized features designed specifically for academic environments. By combining event management and portfolio presentation into a single platform, MCC Connect enhances institutional efficiency, improves stakeholder engagement, and supports the ongoing digital transformation of academic institutions.

Objectives of the Study

The purpose of this study is to create an Event and Portfolio Organizer system with three systematic processes that will increase organizational efficiency and offer high-quality services to event organizers, freelancers, and creative professionals.

Specifically, the system seeks to:

1. Develop a system that can:

1.1. To develop the Event and Portfolio Organizer System with CRUD operations (Create, Read, Update, Delete), Create new data into the system, Read and display existing data from the database, Update or modify existing information, Delete or remove outdated, incorrect, or unnecessary data.

1.2. Provide a Dashboard as the main control panel for the user. The dashboard displays a summary of important data such as: Total Events, Completed Tasks, Pending Tasks, Pie and Bar Charts.

1.3. Generate Reports such as student attendance, portfolio, participation in events.

1.4. Event Notifications and Alerts Email

1.5. Develop a mobile application for Android operating system.

2. Determine the quality of the developed system based on ISO IEC/ 25010 System and Software Quality Requirements and Evaluation (SQauaRE)Quality Model.

3. Determine usability of the developed system based on [10], LUND, A.M. (2001) use questionnaire**,** measuring the Usefulness, Satisfaction, Ease of Use and Ease of Learning.

II. METHODS

This research employed Developmental Research methodology, focusing on systematic design, development, and evaluation of MCC Connect to ensure consistency, functionality, and effectiveness in managing events and user portfolios. Descriptive analysis methods and utilized to present relevant data through the system dashboard, providing clear visualization of user interactions, event tracking, and portfolio organization to enhance understanding, usability, and overall system performance. This approach aligns with principles outlined by [11], Richey and Klein (2007), emphasizing iterative development and empirical evaluation in developmental research.

Agile Software Development Life Cycle Model

This study employed the Agile Software Development Life Cycle Model, enabling iterative development, continuous stakeholder feedback, and adaptive refinement throughout the development process

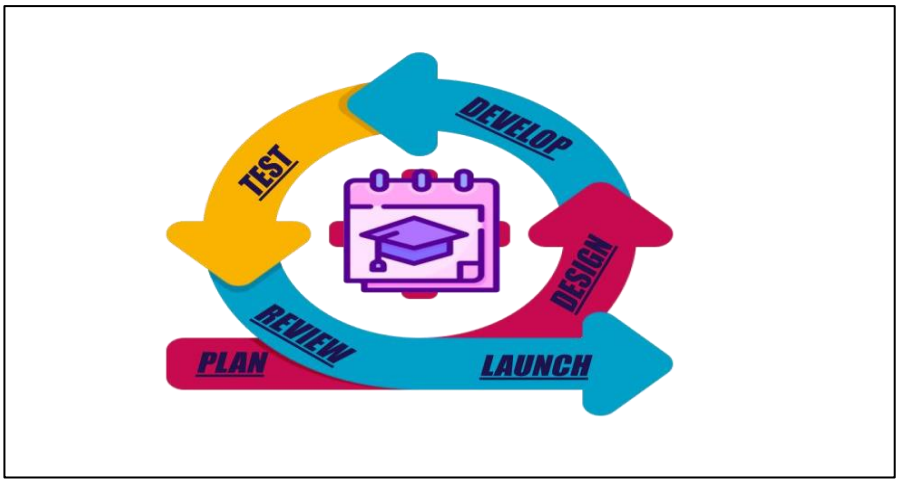


Figure 1: Agile Software Development Life Cycle Model

Event and Portfolio Organizer System Development Documentation

The development of the Event and Portfolio Organizer

System follows a comprehensive 6-phase Software Development Life Cycle (SDLC) model, which adopts a systematic and iterative approach. This cyclical methodology ensures continuous improvement and adaptability throughout the development process, making it ideal for creating a robust platform that serves both event organizers and portfolio managers effectively.

Phase 1: Planning

Before writing a single line of code, the researcher sat down with the people who would use this system. The researcher talked to event organizers who the researcher tired of manual scheduling, students who wanted a better way to showcase their achievements, and administrators drowning in paper records. The researcher asked questions like "What frustrates you about how the researcher does things now?" and "If you could snap your fingers and fix one thing, what would it be?" From these conversations and mapped out what the system should do, what resources needed, who would handle each task, and what could go wrong. This groundwork ensured furthermore the researcher are not just building something cool—and building something useful.

Phase 2: Design

With a clear understanding of what users needed, the researcher started designing. Think of this phase as creating architectural blueprints before constructing a building. The researcher mapped out how the database would store information, how the dashboard would look and feel, and how users would move from screen to screen. The researcher wanted the interface to be intuitive—something you could figure out without reading a manual. The researcher sketched layouts with charts that show progress at a glance, sidebars that make navigation painless, and submission forms that don't make you want to pull your hair out. Every design choice came back to one question: "Will this make someone's life easier?"

Phase 3: Development

This is where the magic happened—turning those blueprints into a real, working system. Our developers got their hands dirty writing code, setting up databases, and connecting all the pieces. The researcher built the backbone using PHP and MySQL so information could be stored and retrieved reliably. The researcher created the event management piece so people could schedule activities without double-booking. The researcher built the portfolio section where students could upload projects, certificates, and achievements. otherwise added login systems, so the right people had the right access. The researcher threw in real-time notifications, so nobody missed important updates. It was like assembling a complex puzzle, piece by piece, until the whole picture emerged.

Phase 4: Testing

Before the real users loose on the system, the researcher tried our best to break it. The researcher created events with weird dates, uploaded every file format that could find, tried to log in with wrong passwords, and clicked everything in sight. If something crashed, fixed it and tried again and it tested on different devices, different browsers, and different internet speeds. The researcher invited a small group of beta users to poke around and tell us what felt clunky or confusing. Each round of testing made the system stronger, smoother, and more reliable. By the time it finished, confident it could handle whatever real life threw at it.

Phase 5: Deployment

Launch day finally arrived. The researcher moved the system from our development computers to a live server where anyone could access it and set up the domain, configured the database, and turned on security features, created simple guides showing people how to log in, create events, and upload portfolios. Rather than flipping a switch for everyone at once, rolled it out gradually letting small groups start using it while watching for any hiccups and set up a help desk so if someone got stuck, help was just an email away. And made sure everything was backed up, because losing data is not an option. When the first real event got scheduled through the system, the researcher knew all the hard work had paid off.

Phase 6: Review

Here's the thing about building software: you're never truly done. People use it in ways you didn't expect. New needs come up. Technology changes, keep listening. And pay attention when users say, "It would be great if..." or "Why doesn't it..." The researcher tracks which feature get used and which gather dust. When something breaks and fix it. When something could work better and improve it and watch for security updates and performance issues. And keep thinking about what comes next—maybe better event reminders, fancier portfolio layouts, or connections to other systems. The first launch was just the beginning. The real goal is keeping it useful for years to come.

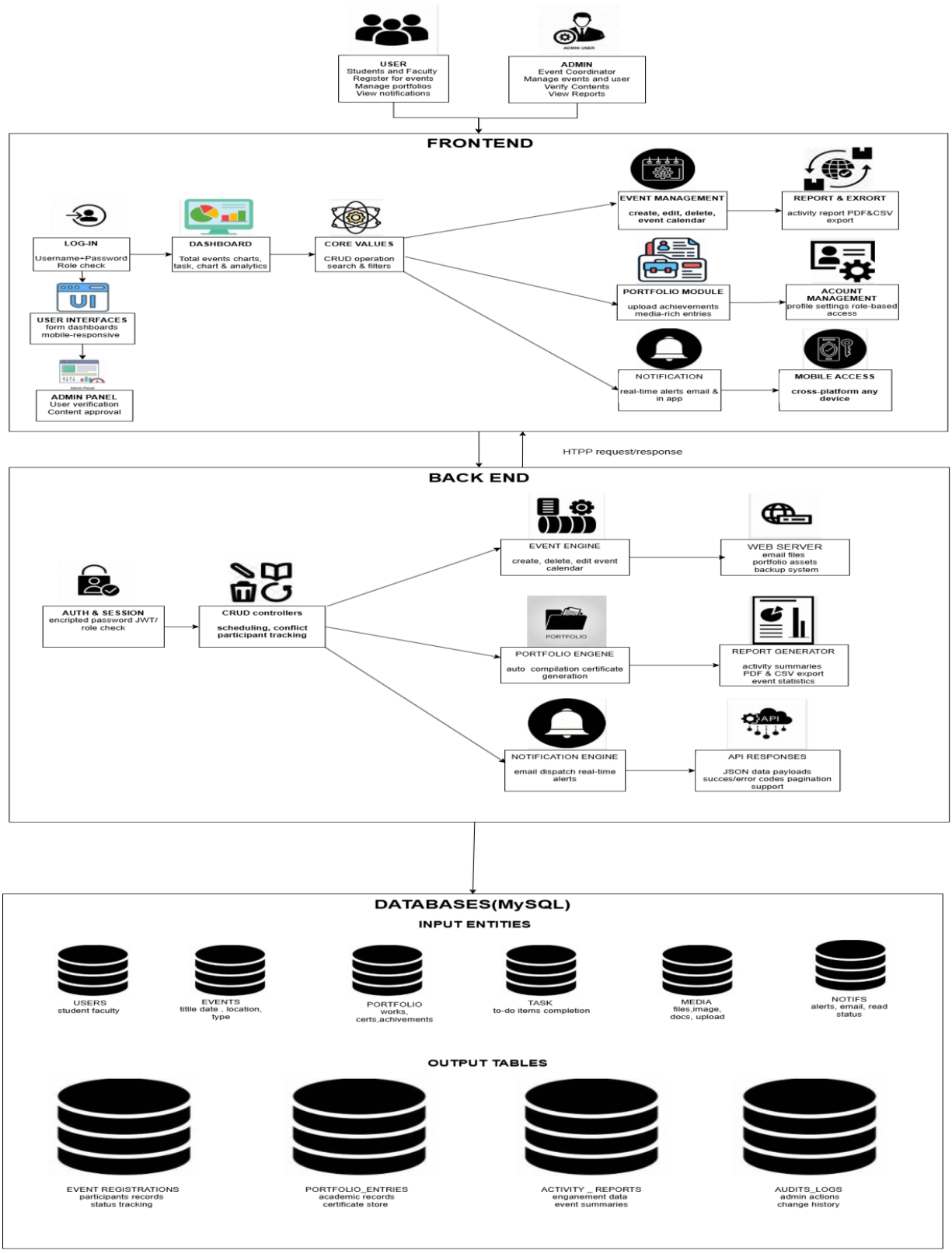


Figure 2. System Architecture

The researcher started by listening to people, designed something that made sense, built it carefully, tested it thoroughly, launched it thoughtfully, and keep making it better. That's how MCC Connect went from an idea to something that helps students and staff get things done.

The system architecture of MCC Connect is structured as a three-tier web application composed of a Frontend Layer, a Backend Layer, and a Database Layer. This architectural design ensures a clear separation of concerns, where each tier handles a distinct set of responsibilities, enabling the platform to be modular, maintainable, and scalable. The architecture supports two primary user roles — general Users (students and faculty) and Administrators (event coordinators and administrators) — each interacting with the system through a role-appropriate interface. Communication between the frontend and backend is facilitated through standard HTTP request and response protocols, while persistent data is managed through a relational database system using either MySQL or PostgreSQL.

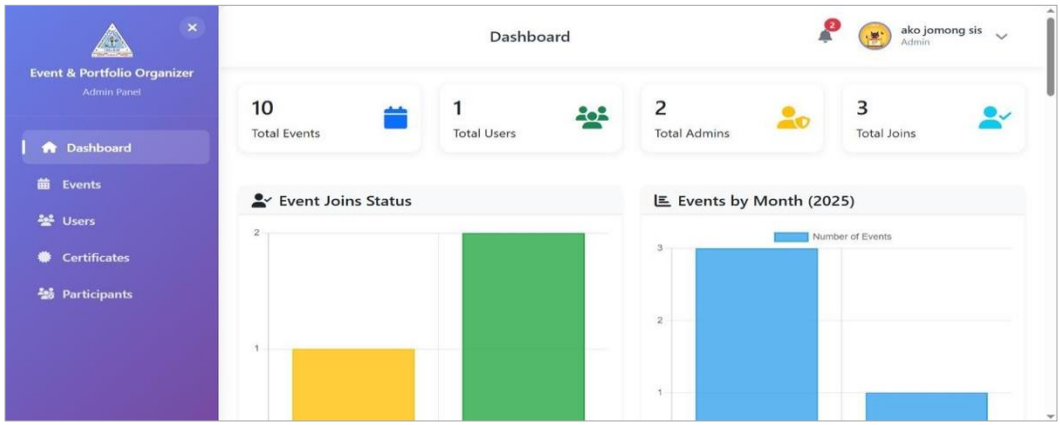
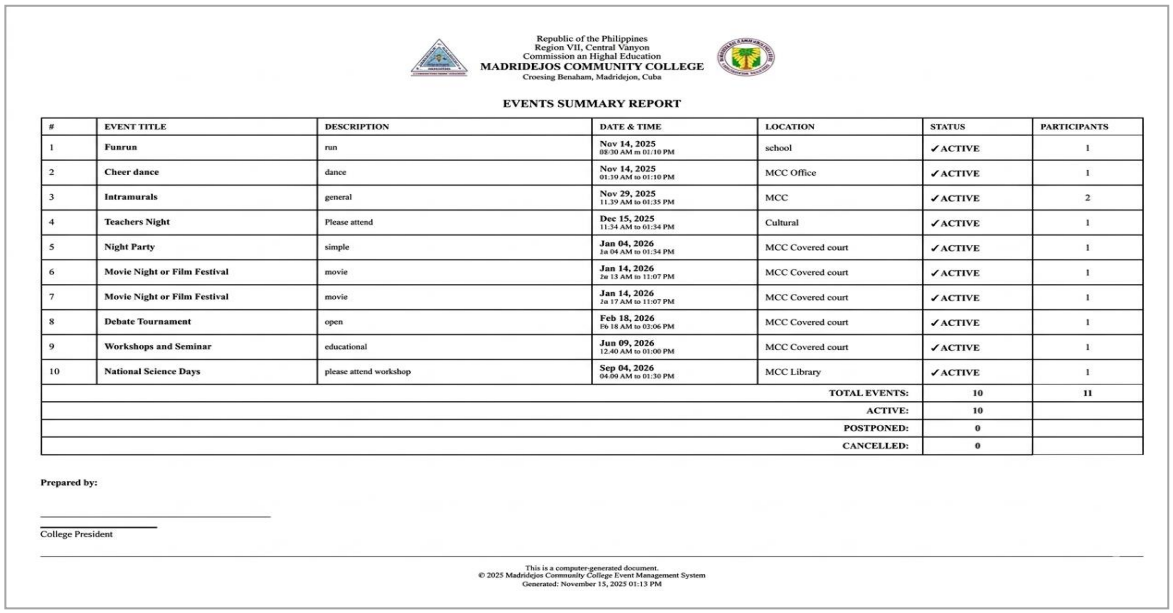


Figure 3. Admin Dashboard

Figure 3 shows the admin dashboard that displays the total number of events, total number of completed tasks, total number pending tasks.



Republic of the Philippines
Region VII, Central Vanyon
Commission an Highal Education
MADRIDEJOS COMMUNITY COLLEGE
Croesing Benaham, Madridejon, Cuba

EVENTS SUMMARY REPORT

#	EVENT TITLE	DESCRIPTION	DATE & TIME	LOCATION	STATUS	PARTICIPANTS
1	**Funrun**	run	**Nov 14, 2025** 08:30 AM to 01:10 PM	school	✓ACTIVE	1
2	**Cheer dance**	dance	**Nov 14, 2025** 01:10 AM to 01:10 PM	MCC Office	✓ACTIVE	1
3	**Intramurals**	general	**Nov 29, 2025** 11:39 AM to 01:35 PM	MCC	✓ACTIVE	2
4	**Teachers Night**	Please attend	**Dec 15, 2025** 11:34 AM to 01:34 PM	Cultural	✓ACTIVE	1
5	**Night Party**	simple	**Jan 04, 2026** Ja 04 AM to 01:34 PM	MCC Covered court	✓ACTIVE	1
6	**Movie Night or Film Festival**	movie	**Jan 14, 2026** Ja 13 AM to 11:07 PM	MCC Covered court	✓ACTIVE	1
7	**Movie Night or Film Festival**	movie	**Jan 14, 2026** Ja 17 AM to 11:07 PM	MCC Covered court	✓ACTIVE	1
8	**Debate Tournament**	open	**Feb 18, 2026** Fe 18 AM to 03:06 PM	MCC Covered court	✓ACTIVE	1
9	**Workshops and Seminar**	educational	**Jun 09, 2026** 12:40 AM to 01:00 PM	MCC Covered court	✓ACTIVE	1
10	**National Science Days**	please attend workshop	**Sep 04, 2026** 04:09 AM to 01:30 PM	MCC Library	✓ACTIVE	1
				TOTAL EVENTS:	**10**	**11**
				ACTIVE:	**10**	
				POSTPONED:	**0**	
				CANCELLED:	**0**	

Prepared by:

College President

This is a computer-generated document.
© 2025 Madridejos Community College Event Management System
Generated: November 15, 2025 01:13 PM

Figure 4. Generate Reports and Event Summary Reports

Figure 4 display the Events Summary Report for Madridejos Community College serves as an official internal tracking document, detailing ten scheduled activities spanning from November 2025 to September 2026. Generated on November 15, 2025, the report indicates that all listed events—ranging from a Funrun and Intramurals to a National Science Day—are currently in "ACTIVE" status with zero postponements or cancellations. While the "Participants" column shows a very low count (averaging one per event), this likely represents the assigned faculty coordinators rather than student attendance.

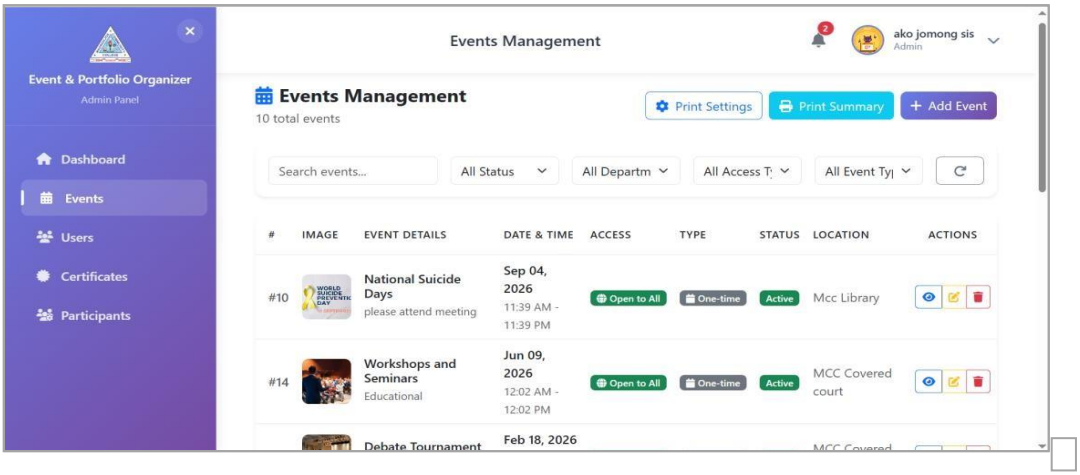


Figure 5. Event Notifications/Event Management

Figure 5 shows interface of an administrative panel for an "Event & Portfolio Organizer" system. It provides a centralized dashboard where administrators can view, search, and manage a list of upcoming and past activities, such as workshops and tournaments.

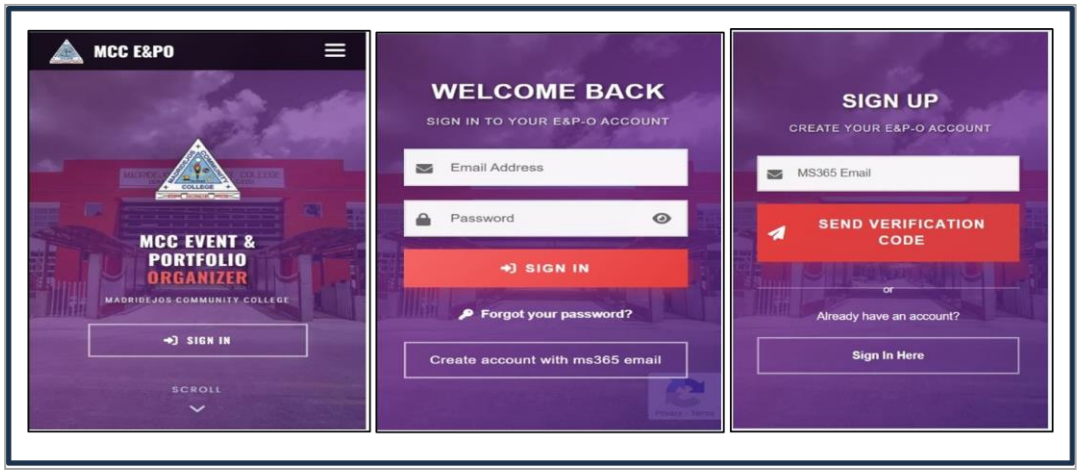


Figure 6. Mobile Application for MCC Connect: Event and Portfolio Organizer

Figure 6 shows the mobile interface, designed for Madridejos Community College, features a modern purple-gradient aesthetic across three primary screens: a landing page, a sign-in portal, and a registration page. The initial screen showcases the college building and logo, providing a "Sign In" button and a "Scroll" prompt for further navigation. The second screen, titled "Welcome Back," facilitates user access through email and password fields—complete with a password-visibility toggle—and includes a link for password recovery alongside a prominent orange "Sign In" button. The final screen handles user registration under the "Sign Up" header, specifically requesting an MS365 Email and utilizing a "Send Verification Code" action to ensure secure account creation. Throughout the design, the integration of institutional branding and the specific requirement for Microsoft 365 credentials suggest a professional, school-sanctioned platform dedicated to managing campus events and digital student portfolios

III. RESULTS

TABLE I. EVALUATION OF BROKER, AGENT, AND MANAGEMENT FUNCTIONALITIES.

Criteria	*Mean*	*Verbal Interpretation*
Develop the Event and Portfolio Organizer System with CRUD operations (Create, Read, Update, Delete)	5	Excellent
Dashboard the dashboard displays, Total Events, Completed Tasks, Pending Tasks, Pie and Bar Charts.	5	Excellent

Generate Reports such as student attendance, portfolio, participation in events.	5	Excellent
Event Notifications and Alerts Email	5	Excellent
Develop a mobile application for Android operating system.	5	Excellent
TOTAL	**5**	**Excellent**

The system achieved a perfect Mean score pf **5.00** across all functional tasks including, (create, read, update, delete) managing brokers/agent details and property listing. This is interpreted as **EXCELLENT.**

Table II. In teams of characteristics set on ISO IEC/ 25010 System and Software Quality Requirements and Evaluation (SQauaRE)Quality Model.

Criteria	***Mean***	***Verbal Interpretation***
Functional Suitable	4.56	Slightly Satisfied
Performance Efficiency	4.78	Slightly Satisfied
Compatible	4.80	Slightly Satisfied
Reliability	4.75	Slightly Satisfied
Security	4.78	Slightly Satisfied
TOTAL	**4.80**	**Slightly Satisfied**

The table shows the result of the IT experts feedback during the evaluation, which describes the MCC Event & Portfolio Organizer quality based on the characteristic set in ISO 25010 software quality model. The system received an overall mean score of **4.80**, interpreted as "**SLIGHTLY SATISFIED**".

Table III. In terms of Usefulness, Satisfaction, Ease of Use, Ease or Learning.

Criteria	***Mean***	***Verbal Interpretation***
Usefulness	4.56	Strongly Functional
Satisfaction	4.78	Strongly Functional
Ease of Use	4.80	Strongly Functional
Ease of Learning	4.75	Strongly Functional
TOTAL	**4.75**	**Strongly Functional**

The table shows the results of the IT experts' feedback during the evaluation, which describes the usability of MCC Event & Portfolio Organizer based on Usefulness, Satisfaction, Ease of Use, Ease of Learning. The system received an overall mean score of **4.75**, interpreted as "**STRONGLY AGREE"**.

IV. DISCUSSION

The study's findings indicate that MCC Connect effectively provided a centralized and digital solution for managing institutional events and academic portfolios at Madridejos Community College, achieving its goal of improving organizational efficiency. The system's CRUD functionality allowed users to create, access, update, and delete event and portfolio data, reducing manual workload, minimizing errors, and preventing data

redundancy. The dashboard, with summarized data and visual charts, enhanced monitoring, decision-making, and user engagement, while administrative verification and security measures ensured accuracy and protected user information. The responsive, cloud-based design improved accessibility, allowing users to navigate the system easily on both desktop and mobile devices and stay updated in real time. Automated reporting and notifications further strengthened transparency, communication, and coordination among students, faculty, and event organizers. Overall, MCC Connect successfully streamlined event coordination and portfolio management, provided a reliable and user-friendly interface, and demonstrated the value of digital systems in advancing organizational efficiency and supporting the ongoing digital transformation of academic institutions.

V. CONCUSION

MCC Connect has proven to be an effective and reliable system for improving event management and portfolio organization at Madridejos Community College. The platform is highly usable, secure, and efficient, providing students with an accessible and user-friendly way to register for events, manage digital certificates, and organize achievements for graduation portfolios. Evaluations from experts and respondents indicate that the system performs exceptionally, offering fast and convenient handling of event participation and record-keeping. Among its top-rated features, automated certificate generation ensures timely and accurate issuance, the student portfolio repository securely organizes academic records, and the event registration dashboard provides real-time tracking of participants and events. Together, these features contribute to a more efficient, transparent, and engaging academic environment, supporting active student participation, accurate data management, and simplified maintenance of comprehensive digital portfolios. Otherwise MCC Connect has proven to be an effective and reliable system for improving event management and portfolio organization at Madridejos Community College. By transitioning from manual, fragmented processes to a unified digital platform, the college has achieved a highly usable, secure, and efficient environment for its academic community. Evaluations from both technical experts and student respondents indicate that the system performs exceptionally, offering fast and convenient handling of event participation and record-keeping. Key features—such as automated certificate generation, the secure student portfolio repository, and the real-time event registration dashboard have successfully addressed previous bottlenecks in institutional coordination. Ultimately, MCC Connect contributes to a more transparent and engaging academic ecosystem, supporting active student participation and ensuring the simplified maintenance of comprehensive digital portfolios for graduation and professional advancement.

ACKNOWLEDGEMENT

The completion of this research would not have been possible without the invaluable support of numerous individuals who contributed to the successful development of MCC Connect.

We extend our deepest gratitude to Madridejos Community College for providing the resources and opportunity to conduct this study. The institution's commitment to innovation has been the cornerstone of this project. To our esteemed instructor, Mr. Kurt Bryan Alegre — thank you for your unwavering guidance, patience, and belief in this project. You are always there to answer questions, offer clarity when we felt lost, and push us to do better. This research would not be where it is today without your steady hand and genuine care for our growth. We are truly grateful. Our heartfelt thanks go to the information technology experts who generously evaluated our system. Their professional assessments and thoughtful recommendations were instrumental in refining MCC Connect to meet rigorous quality standards. We are deeply grateful to the students, faculty, event coordinators, and administrators who participated in stakeholder consultations and beta testing. Their willingness to share experiences provided the real-world insights that transformed a technical exercise into a meaningful solution. To our families and loved ones, thank you for your patience and encouragement during countless hours spent developing and writing. Your belief in this project sustained us through moments of doubt. We also recognize our fellow researchers, whose camaraderie and shared struggles made this journey memorable. Each team member brought unique skills and dedication that combined to create something greater than any individual could achieve alone.

I and my fellow researchers would like to extend our greetings to our family, friends, partners, and fellow classmates who supported us throughout this journey.

To everyone who played a role in bringing MCC Connect to life—we offer our sincere thanks. This project belongs to all of you.

REFERENCES

[1]. Harini, H., Ripki, A. J. H., Sulistianingsih, S., Herlina, H., & Putri, A. (2024). Digital transformation: The utilization of information and communication technology to enhance educational management efficiency in the modern era. *Jurnal Minfo Polgan, 13*(2), 1668–1674. https://doi.org/10.33395/jmp.v13i2.14195

[2]. Poudyal, A., & Dubey, A. (2024). Multi-resource trade-offs in resilience planning decisions for power distribution systems. *IEEE Transactions on Industry Applications, 60*(6), 8031–8043. https://ieeexplore.ieee.org/document/10664592/

[3]. Dowson, R., Albert, B., & Lomax, D. (2026). *Event planning and management: Principles, planning and practice* (4th ed.). Kogan Page. https://www.koganpage.com/marketing-communications/event-planning-and-management-9781398623811

[4]. Bowdin, G. A. J., Allen, J., Harris, R., Jago, L., O'Toole, W., & McDonnell, I. (2023). *Events management* (4th ed.). Routledge. https://books.google.com/books/about/Events_Management.html?id=xHAIEQAAQBAJ

[5]. Blyznyuk, T., Kuz, O., & Kinas, I. (2024). Event-management as a tool for organizing special events. *Economy and Society*, (64). https://doi.org/10.32782/2524-0072/2024-64-20

[6]. Sanyaolu, T. O., Adeleke, A. G., Efunniyi, C. P., Akwawa, L. A., & Azubuko, C. F. (2023). Stakeholder management in IT development projects: Balancing expectations and deliverables. *International Journal of Management & Entrepreneurship Research, 5*(12), 1239–1255. https://doi.org/10.51594/ijmer.v5i12.1535

[7]. Parahoo, S. K., Harvey, H. L., & Ayyagari, M. (2018). Marketing of public services: The impact of service quality, reputation and consumer engagement on customer perceived value, satisfaction and loyalty. *Economic Analysis, 51*(1–2), 60–78. https://library.ien.bg.ac.rs/index.php/ea/article/view/583

[8]. Sukhawatthanakun, K. (2023). Effective long-term relationship management strategies to enhance value co-creation among business partners. *Journal for International Business and Entrepreneurship Development, 15*(2), 263–294. https://doi.org/10.1504/JIBED.2023.132878

[9]. Yamaguchi, S., Oshimi, D., & Derom, I. (2024). *How do event organizers and stakeholders collaborate to achieve the event's strategic objectives? Leveraging the Tour de Okinawa. Journal of Convention & Event Tourism, 25*(3), 187–211. https://www.tandfonline.com/doi/pdf/10.1080/15470148.2024.2315938

[10]. Lund, A. M. (2001). Measuring usability with the USE questionnaire. *Usability Interface, 8*(2), 36. https://www.researchgate.net/publication/230786746_Measuring_Usability_with_the_USE_Questionnaire

[11]. Richey, R. C., Klein, J. D., & Tracey, M. W. (2011). *The instructional design knowledge base: Theory, research, and practice* (3rd ed.). Routledge. https://www.routledge.com/The-Instructional-Design-Knowledge-Base-Theory-Research-and-Practice/Richey-Klein-Tracey/p/book/9780415802017

[12]. Wallace, K., & Michopoulou, E. E. (2023). *Building resilience and understanding complexities of event project stakeholder management*. *Event Management, 27*(4), 499–517. https://doi.org/10.3727/152599522X16419948695143

