

Message from the Principal

The last newsletter for 2013 has in fact come out in the first week of January; so I can wish everyone both a belated happy Christmas and a Good New Year.

The good news from 2013 was the final approval of the Graduate Diploma in International Business Innovation. It took us exactly three years from planning to final approval, and it has been a team effort. A lot of the initial work was led by our senior lecturer in 2010 Naomi Pocock, who left on maternity leave and has since graduated with her PhD from Waikato. Since Naomi's departure the course preparation has been led by Dana Cumin, now the Programme Leader for the GradDip.

The GradDip was the main driver for developing our research culture and now that it is approved, we need to plan our next projects around the concept of innovation in international business. This month's Research Advisory Board will help direct us.

One idea that we developed in 2013 was the *ICL Journal: Working Papers from ICL Education Group*. The first edition is scheduled to come out in January 2014, with nine articles approved on a very wide variety of subjects – a cornucopia of eclecticism! We hope to produce the journal annually, with the second one coming out in a few months' time.

2013 was a slow year for business school enrolments, with NZQA and Immigration announcing damaging rule changes. But we are confident that 2014 will be a good year, with the GradDip running, as well as the newly-approved NZ Certificate in English Language, and the ECE Level 6 certificate, which we hope will be approved next month. Let's all look forward to a great 2014!

Ewen Mackenzie-Bowie

October Professional Development Workshops

Dates: 1st, 15th, 22nd, 29th Oct 2013

Time: 1:30 – 3:30pm

Venue: Room 211

Facilitator: Melanie Miller, programme director at Unitec, who has facilitated a number of workshops similar to this at other tertiary institutions.

**Merry Christmas
&
A Happy New Year**

ICL Business School

Tertiary Courses in Business, Computing, Early Childhood Education, and English Language
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Recent Conferences / Publications

Business Department

Impact of Technological Innovation on Productivity of Rice in Bangladesh

Dayal Talukder, Lecturer, Business

The purpose of this paper is to investigate the impact of technological innovation on rice production in Bangladesh in the post-liberalisation era. The study employed an ex-post analysis and used secondary data for both pre-liberalisation and post-liberalisation periods with a view to presenting a comparative analysis between the pre-liberalised and post-liberalised scenarios of productivity growth. It applied a DEA-based Malmquist index and estimated the Cobb-Douglas production function to determine productivity growth. The study found that farmers adapted a new technology – combination of irrigation, fertiliser and high-yielding variety (HYV) seeds – in the post liberalisation era. Technological innovation positively influenced the productivity of rice. The economy experienced an increase in total factor productivity growth (TFP) driven by technological change.

The improvement in productivity of rice contributed to a higher volume of rice output. The increase in productivity and total output was driven by cropping shifts from local varieties to HYV rice and reallocation of resources in favour of HYV-dominated Boro rice in the post-liberalisation era. However, the TFP gradually slowed after the first decade of high productivity growth in rice production. The study suggests that the government should formulate policy for higher investment on research and development to enhance technological innovation for improving technological change in rice production to sustain higher productivity growth in the future.

This paper was accepted for presentation at the *20th NZASIA Biennial International Conference*, 22-24 November 2013, University of Auckland.

Agricultural Trade Liberalisation and Growth in Income of Rural Household in Bangladesh: A Quintile-Growth Approach to the Analysis of Distributional Consequences

Dayal Talukder, Lecturer, Business

The study investigated the growth in income of rural households in Bangladesh with a view to analysing distributional consequences in the post-liberalisation era. Using data from secondary sources, it applied a quintile-growth approach by dividing each group of households into five income clusters (quintiles) to analyse the incidence of growth in real income. It found that although all groups of rural households experienced a moderate to high increase in real income, non-farm households experienced a larger increase than farm households due to a large reduction in consumer price. Farm households gained from the increase in productivity but experienced losses from producer price reduction. The two opposite forces – increase in productivity and reduction in producer price – offset the effects of each other, thereby affecting the income growth of farm households. Amongst the farm households, large and medium farmers gained the most and small farmers gained the least from the growth in real income, indicating that rich

households experienced a much higher increase in real income than poor households – thereby adversely affecting the distribution of income and widening the income gap between rich and poor households. These findings demonstrated that while agricultural trade liberalisation benefited rural households generally, the benefits were not distributed equally and in fact, inequality increased amongst rural households. This study argues that the growth in real income of rural household was not pro-poor during 1985-86 to 2005. This study suggests that agricultural trade liberalisation contributed to higher growth in the rural economy but it contributed to greater inequality in income distribution amongst the rich and poor income groups (quintiles). Government should reduce inequality through policy interventions with income transfer from the rich to the poor.

This paper was accepted for publication in the 2013 *Journal Economic and Business Review* 15(3)

Recent Conferences / Publications

How can an SME and a large firm collaborate successfully?

Dana Cumin, Lecturer & Research Manager, Business Department

Research has shown that most alliances (60%-70%) are terminated without achieving the desired goal within four years. This paper considers a strategy of 'collaborative innovation' for product development between different sized firms. A case study is presented as an exemplar of successful collaborative innovation between a New Zealand SME and a large multinational. The case study is novel as it considers the perspectives of the executive team of the R&D department in the multinational and the owner-managers of the SME. Five major themes emerged as contributors to the collaborative success: relationship, need & opportunity, fit, champion, and learning. Unlike other studies, geographical distance had a negative effect and shaped the strategic approach of the NZ managers. Both firms also had different views of the type and intensity of collaboration and innovation, respectively.

This paper was accepted for the 6th *Innovation Symposium: Innovation in the Asian Century*, 8-11 December 2013, Melbourne.

From music & mathematics geometric models to pictorial strategies in teaching music and beyond

Alina Abraham, Lecturer, Early Childhood Education (ECE)

Music acoustics integrates visual models that help pedagogy reach better outcomes, i.e., using pictorial strategies in teaching [music, and beyond]; optimum time to start: the ECE/tertiary education. This paper has been accepted for the *Hawaii International Conference in Education (HICOEd)*, 5-8 Jan 2014, Honolulu.

Ultimate Proof of Interconnectedness: Music Acoustics' Spiral Models, an Integrated Approach

Alina Abraham, Lecturer, Early Childhood Education (ECE)

For education and social systems music offers the solution to interconnectedness – optimum time to act: the early childhood education; optimum strata to educate first: early childhood teachers. This paper has been accepted for the *International Conference in Arts and Humanities (14HICOAHA)* 10-14 Jan 2014, Honolulu.

Men studying ECE: Perceptions and reality from inside and outside the box

Tahera Afrin Lecturer, Early Childhood Education (ECE), *Sandy Duncan* Administrative Co-ordinator, Early Childhood Education (ECE), and *Dr Syed Jamali*, Lecturer, Business

Our study looked at whether approval for men to undertake early childhood teacher education study is common. The data source included two groups of people to see how they perceive males studying ECE. The first group is related to the ECE sector, and comprises ECE teacher educators, teachers, students and parents. The second group of people comprises other professionals, not linked to ECE. Both groups were questioned to achieve four research goals: 1) to learn how the ECE relevant group perceive the males studying ECE, 2) to learn how the ECE non-relevant group perceive them, 3) to analyse any difference in their perceptions, and 4) to collate proposals from both groups on how to increase male participation in ECE. Under a qualitative research paradigm, 36 participants completed a six-item open-ended questionnaire; 18 ECE-relevant and 18 ECE non-relevant. Purposive

random sampling was used to include people from different genders and ages. Some of the participants are from a Private Training Establishment (PTE) and others are from three early childhood services in Auckland. Collected data was analysed by two-level coding. The findings point to the ECE-relevant group being more supportive of men studying ECE, however, more innovative ideas on how to increase the low male participation were suggested by the non-ECE group. The finding will be useful to the ECE sector for developing and implementing strategies to increase male participation.

This paper has been accepted for the *8th National Summit on Men in Early Childhood Education*, 7- 8 March 2014, Wellington.

Recent Conferences / Workshops

Business Department

A Review on the Political Economy Perspectives of Agricultural Trade Liberalisation

Dayal Talukder, Lecturer, Business

The purpose of this study is to review the context of agricultural trade liberalisation from the political economy perspective. Agriculture is the most protected sector in both developed and developing countries because of its multifunctionality and political sensitivity. Agricultural protection has been ignored long in international negotiations due to the sector's political sensitivity with strong vested interest in developed countries. Although this sector was first included for discussion in the *Uruguay Round* in 1994, to date, international negotiation efforts achieved very insignificant progress in agricultural trade liberalisation due to the lack of sincerity and commitment amongst negotiators. This is due to political sensitivity of the sector in both developed and developing countries. Political lobbies significantly influence agricultural policy; therefore, implementing freer trade in agriculture

requires designing incentive schemes that take into account the status-quo politico-economic equilibrium. Even if the reform proposals and measures are sound on economic grounds, they need to have political acceptability for their successful implementation. The political pressure in developed countries is internal or domestic – coming from various interest groups. However, this pressure in developing is foreign – in the form of policies and technologies imposed by developed countries or donor agencies. Therefore, this study suggests that future negotiations on agricultural trade liberalisation look likely to be just as difficult as those in the past.

This paper has been accepted for publication in the *Review of Economic Perspectives* (In Press)

Upcoming Academic and International Conferences (Updated)

Conferences in New Zealand 2014

World Business and Economics Research Conference
24th to 25th February 2014
Auckland

New Zealand L&D Professionals' Conference
18 - 19 Feb, 2014, Auckland

2014 Australia and New Zealand International Business Academy (ANZIBA) conference
13-15 April 2014
Auckland

NZEALS Conference 2014: Leadership in Times of Change
29-30 April & 1 May 2014
Victoria University, Wellington

The 14th National Conference for Community Languages & ESOL
10-13 July 2014
Victoria University, Wellington

Conferences Worldwide 2014

The Australian eLearning Congress 2014
11-13 February 2014
Melbourne, Victoria, Australia

2014 3rd International Conference on Education and Management Innovation – ICEMI 2014
15-16th February 2014
Hong Kong, China

2014 3rd International Conference on Economics Business and Marketing Management – CEBMM 2014
15th to 16th February 2014
Hong Kong, China

International Conference on Advances in Science and Technology
15-16 Feb 2014
Pattaya, Thailand

5th Asia-Pacific Business Research Conference
17-18 February 2014
Kuala Lumpur, Malaysia

2014 International Conference on Innovation in Economics and Business - ICIEB 2014
22-23 February 2014
Barcelona, Spain

Management and Technology for Skill Development; Innovative Approaches Conference
22-23 Feb 2014
Varanasi, Uttar Pradesh, India

2014 4th International Conference on Economics, Trade and Development - ICETD 2014
12th to 14th March 2014
Penang, Malaysia

Global Business, Competitiveness & Risks Planning International Conference
9-10 April 2014
Melbourne, Australia