

Message from the Principal

Issue 1 of "Research Outlook" in November 2010 was a fine step forward in the development of ICL Business School's research culture. The ICL Research Advisory Board, which met on 6th December, chaired by Dr John Hinchcliff, encouraged staff to undertake both group and individual research projects and also to seek the outside involvement of research advisors. I am pleased to announce that we are already in discussions with the NZ Institute of Management as a potential research partner and other activities including conference activities are underway.

Recent activities led by Dayal Talukder, include presenting papers from his soon to be submitted PhD thesis to ICL staff in a seminar, and to the 7th International Sustainability Conference held last month at the University of Waikato. Our most urgent priority now is to establish an Ethics Committee to facilitate primary research. This should be in place in time for the first School-sponsored project of the year starting in March.

Although there is a business focus in our current development projects we are also looking closely at Education. ICL has recently qualified for government funding of its Early Childhood Education programme and we are looking forward to recruiting 40 domestic students this year. A project we have had in mind for some time is a comparative study of domestic and international student graduate outcomes; so the availability of domestic students now enables us to undertake such a project internally.

A business school is as dynamic as its staff, and we are pleased to have welcomed over the last few months new lecturers who bring our tally of doctorate-qualified staff up to four. All told our lecturers now share four doctorates, 20 masters, 21 bachelors and 28 graduate or post graduate certificates and diplomas. While teaching will always be our primary activity, it is encouraging to observe the rise of research.

Ewen Mackenzie-Bowie

ICL Research Advisory Board (RAB) meeting held on 6 Dec 2010. The following were present:

Dr John Hinchcliff, former Vice-Chancellor, AUT (Chairman)
Prof Ron Newman, President, Raffles University
Ewen Mackenzie-Bowie, Principal, ICL
Desmond Patel, Senior Lecturer, ICL
Brent Hawkins, Senior Lecturer, ICL
Naomi Pocock, Senior Lecturer, ICL
Observer: André Joubert, Senior Lecturer, ICL

The RAB advised ICL to undertake the following actions:

- Seeking additional board member
- Action on research proposals
- Formation of Ethics Committee
- Inviting outside research advisors to be involved in ICL

Upcoming Research Seminar at ICL

- *Date: Thursday 31 March*
- *Time: 1.10-1.40pm*
- *Room: 304*
- *Speaker: Brent Hawkins. Brent will speak on "The Use of Competitive Intelligence in New Zealand by NZ organizations" (a past study)*
- *Come and bring your lunch to listen to this presentation.*

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Research Plans at ICL

Staff and students at ICL Business School are involved in active research. Students already have to conduct research in the form of writing assessments and reports covering anything between 30% and 100% of the total course assignment. Academic staff are extensively engaged in supervising students to complete their assignments successfully.

Current Research Activities

ICL has been publishing its research newsletter – **Research Outlook** since November 2010. This publication assists with ICL’s ambition to create a research environment at ICL. It is intended to publish **Research Outlook** regularly.

ICL has already introduced **Monthly Research Seminars**. Staff are encouraged to present their research works in this seminar. In November 2010, Dayal Talukder, a Business Lecturer presented the progress of his ongoing research (PhD thesis). It is encouraging news that a large number of academic staff attended the seminar and contributed through their active participation in asking questions and making comments.

ICL is planning to increase its research activities in the future. Besides current research activities, it is intended to develop in the following activities:

Year	Activities
2011	<ol style="list-style-type: none">1. Encourage staff to undertake research individually or in a group in the following areas: small business, entrepreneurship, international education, international business or similar fields.2. Encourage and facilitate staff to attend international conferences and present their research works in these seminars.3. Encourage staff to publish their research works in journals, books and other forms of publications.4. Facilitate staff to conduct primary surveys and equip them with required research tools such as computers, software etc.5. Promote an effective research culture at ICL through encouraging and rewarding research staff for their successful completion of research works.
2012	<ol style="list-style-type: none">1. Continue the elements mentioned for 2011.2. Participate in the Performance-Based Research Fund (PBRF) census of Tertiary Education Commission (TEC). Staff at ICL will prepare evidence portfolios (EP) for submission to TEC.3. Arrange workshops on research issues at least twice a year

Future Research Plans

Recent International Conference Participation

Dayal Talukder, Business Lecturer of ICL presented a paper on “**Economic Sustainability and Productivity Growth of International Education in New Zealand**” in *the Seventh International Conference on Environmental, Cultural, Economic, and Social Sustainability* which was held on 5-7 January 2011 at the University of Waikato in Hamilton, New Zeal. Dayal found this conference very useful in his research work for the following reasons: the high quality of research papers presented from a diverse range of academic disciplines; intellectually provoking ideas and models on sustainability and good networking opportunities with other researchers.

The abstract of Dayal’s paper is presented below.

Abstract: This study has investigated total factor productivity (TFP)-growth of New Zealand’s international education with a view to analysing its economic sustainability. It has used secondary data to calculate the DEA-based Malmquist productivity index for measuring TFP-growth of international education. It has also used a Log-linear OLS regression model to regress Cobb-Douglas production function for estimating the elasticity of output (GDP contributed by international education). It has found that New Zealand’s international education sector experienced a positive TFP-growth during 1999-2004 but the TFP-growth started to decline from 2005 through to 2010. Both TFP and regression models indicated that this sector exhibited, on an average, a decreasing returns to scale during 1999-2010. This sector is not economically sustainable because of current declining trend in TFP-growth caused by technological contraction. Similarly, the output growth is determined by labour not by capital. Government should formulate policy to improve TFP-growth of this sector. The findings of this study may be of interest to researchers, development practitioners and policy makers.

Upcoming Academic and International Conferences (Updated)

To encourage staff to get involved in research, set out below is a list of up and coming academic conferences in NZ. Staff are encouraged to prepare a paper and attend. Staff may wish to consider which areas interest them and discuss this with Dayal, Jacob, Jaime, Dana or Brent. An application can be made to the Principal and there is funding available for this activity.

Conferences in New Zealand

1. 6th Annual Business Continuity Conference

23 February 2011, Wellington

Theme: New Zealand history and culture is an admixture of indigenous, settler and immigrant interrelations. Yet debates about multiculturalism have emerged here only of late. Why so, and in what ways?

Organised by: Conferenz

For more information: <http://www.conferenz.co.nz/conferences/6th-annual-business-continuity-conference>

2. 10th Annual Emergency Management Conference

23 February 2011, Wellington

Organised by: Conferenz

For more information: <http://www.conferenz.co.nz/conferences/10th-annual-integrated-emergency-management-conference?ref=cf>

3. International Education: Focus on the Learner

30 June-2 July 2011, Auckland

Organized by: AIS St Helens
For more information: <http://www.ais.ac.nz/287/centre-for-research-in-international-education/>

For more information about conferences in NZ visit:

<http://www.conferencealerts.com/newzealand.htm>

4. AULLA Conference: Storytelling in Literature, Language and Culture

7-9 February 2011, Auckland

Theme: a wide-ranging exploration of 'Storytelling in Literature, Language, and Culture'

Organised by: Australasian Universities Languages and Literature Association

(AULLA)

For more information: <http://conference2011.aulla.com.au/>

5. APCCSD

18-20 February 2011, Auckland

Theme: Asia-Pacific Conference on Circuits, Systems and Devices (APCCSD) 2011 offers an opportunity to learn about state of the art technologies and evolution paths for the Circuits, Systems and Devices of the near future.

Organized by: Massey University

For more information: <http://www.apccsd.org>

6. Interrogating Multiculturalism in Aotearoa/ New Zealand: An Asian Studies Perspective

19 February 2011, Dunedin

Theme: New Zealand history and culture is an admixture of indigenous, settler and immigrant interrelations. Yet debates about multiculturalism have emerged here only of late. Why so, and in what ways?

Organised by: University of Otago

For more information: <http://www.otago.ac.nz/humanities/research/clusters/asianz/index.html#forthcoming>

7. ANZCA 2011 – Communication on the Edge: Shifting Boundaries and Identities

6-8 July 2011, Hamilton, New Zealand

Theme: The conference aims to create opportunities for discussion of communication research, teaching, and practice, including: Theoretical development with an innovative 'edge', empirical research from diverse perspectives, and creative practice.

Organised by: Australian and New Zealand Communication Association (ANZCA)

For more information: <http://www.management.ac.nz/anzca2011>

8. Ulearn11

19-21 October 2011, Christchurch

Theme: A premier international event attracting delegates involved in all levels of education. Leading thinkers and practitioners will share the latest developments and trends in the fields of e-Learning and education. 400 workshops, over 3 days.

Organised by: CORE Education

For more information:

Website: <http://core-ed.org/ulearn>

9. 4th Biennial International Conference on Task-Based Language Teaching

18-20 November 2011, Auckland

Theme: Aims to bring together researchers and educators with an interest in the theory and practice of language teaching (particularly task-based language teaching).

Organised by: International TBLT Consortium and the Department of Applied Language Studies and Linguistics, University of Auckland

For more Information: <http://www.confer.co.nz/tblt2011/>

Conferences in Australia

1. 2011 Faculty Student Multidiscipline Global Conference

25-27 February 2011, Churchill, Victoria, Australia

Theme: Global multidiscipline conference for faculty and students, Topic of your choice, Presentation is via Internet, Best papers award, Refereed publications including proceedings and journals

Organised by: ooiCTRLD: A Professional Academic Global Organization

2. ADSA 2011: Transcultural. Transnational. Transformation. Seeing, writing and reading performance across cultures.

28 June– July 2011, Melbourne, Victoria, Australia

Theme: A forum to explore, unite and/or set in opposition inter, intra and cross-cultural performances, performativities, receptions of performance, visions, borrowings, understandings, practices, theories and ethical ponderings about performance.

Organised by: ADSA, Australia

For more information: <http://www.arts.monash.edu.au/ecps/conferences/transcultural-transnational-transformation/>

3. ACE2011: 40th Australian Conference of Economists

11-13 July, Canberra, Australia

Theme: The Canberra branch of the Economic Society of Australia invites you to be part of the largest meeting of economists in Australia; the Australian Conference of Economists.