

Research Outlook

Message from the Chairman



Mr Ewen Mackenzie-Bowie, Chairman, delivering a workshop at the ICL Education Centre, Auckland.

With the last newsletter of the year it's appropriate to look back. ICL's research culture is maturing, having been recognizable as a defined component of the Business School's activity now for seven years. To some extent one can always look to the budget as an indicator of activity. The budget reflects the school's ability to fund research as well as the level of interest among our academic staff, and consequently it has both risen and fallen over the years. We won't spend the budget unless staff have enthusiasm for their projects. But equally, we must be fair and not only recognize the most enthusiastic researchers! The Research Committee will be meeting early in the New Year to determine the 2016 plan and budget.

I would like to thank our Director of Research Dr Siham El-Kafafi, the Research Committee and all our researchers for their help and productivity during 2015.

The next ICL Journal should be published soon, the third edition.

Ewen Mackenzie-Bowie, Chairman

In this issue

ICL Research Seminars

Conference Presentations

Future Conferences

ICL Research Seminar Series

15th July 2015

CA Saliya

Title: Research Methodology

15th September 2015

Alina Abraham

Title: Vertical Learning in Adult Teaching



ICL Research Activities – Conference Presentations

By ICL Staff

Academic Entrepreneurship and Related Performance Measurement Systems in Higher Education Institutes

Conference: New Zealand Management Accounting Conference (NZMAC) sponsored by the Chartered Accountants Australia & New Zealand (CAANZ), Lincoln University, Selwyn Campus, Christchurch, 19 – 20 Nov 2015

Presenters: Dr Siham El-Kafafi and Mr Olkan Guler



Dr Siham El-Kafafi delivering a presentation at the NZMAC Conference on Academic Entrepreneurship at University of Canterbury on November 2015, Christchurch, New Zealand.

Abstract

Purpose: To investigate how innovative are the Higher Education Institutes (HEIs) through the adoption of academic entrepreneurship (AE) and provide a suitable performance measurement model to assist HEIs in measuring the efforts of entrepreneurship.

Design/Approach: This is an investigative research aiming at identifying the concept of AE and the required measurement tools to ensure that the HEIs objectives are being met while satisfying the expectations of every involved stakeholder in

the education system. Accordingly, an extensive literature review has been conducted tracing the AE development concept to assist in the development of the performance measurement model.

Findings: One of the main findings is that despite the increasing interest in looking for solutions to develop entrepreneurial behaviour within higher education institutions, HEIs lack specific information and tools to monitor and evaluate the overall entrepreneurial performances.

Originality/Value: This research is valuable to the HEIs in New Zealand to have a robust measurement model to follow; to be able to acknowledge efforts and support entrepreneurship activities; to encourage skills development; and to encourage both academic and industry interactions.

Research Limitations: The research investigation is in its infancy stages i.e. testing the performance measurement model is required on actual real-life cases in New Zealand HEIs which will be a follow up from this research paper.

Keywords: Academic Entrepreneurship, Higher Education Institutes, Performance Measurement and industry engagement.

Teaching Post-Graduate Students Teamwork Skills: Evaluating A Classroom Educational Program

Conference: Tertiary Education Research New Zealand (TERNZ) Auckland University of Technology (AUT), 25-27 November 2015

Presenter: Dr Siham El-Kafafi



Dr Siham El-Kafafi with other conference delegates presenting their final lessons learned from the TERNZ Conference attendance – November 2015, Auckland University of Technology (AUT), Auckland, New Zealand.

Abstract:

Teamwork skills and the ability to collaborate with others in diverse group settings is a requirement in the modern global organization. Accordingly, it's a skill sought after by organizations all over the world. Accordingly, I agree with LaFasto and Larson (2001) that teams have become the latest management obsession of this era. A survey conducted by Martin and Bal in 2006 on upper-level management for the Centre for Creative Leadership confirmed that 91% of the respondents asserted that teams were essential to their organizational success.

This research reports on a case study of teaching Post Graduate Diploma Students Teamwork skills of two different classes. The case study utilizes Bruce Tuckman's Model of Team Formation: 1) Forming, 2) Storming, 3) Norming, 4) Performing and 5) Adjourning, and Belbin's (2002) team roles as a means of keeping the students focused on achieving their team goals and maintaining a positive relationship with the aim of effective performance.

The instructor used the leaderless group discussion (LGD) concept in their class observations as their approach to assess the team performance activities through the 15 positive and 10 negative behaviours. The teams were observed during their team formation process, team interactions during class activities, development of team logo and an enactment of a role play demonstrating a team bonding exercise. The LGD concept allowed the instructor to evaluate, observe and critique the individual team members to gain in-depth understanding of the influencing factors on team performance. It has also been reported by Arthur and Day (2011) that LGD is a commonly used measurement tool to evaluate the important managerial skills in various assessment centres.

The aim of this research is to find out the impact of utilizing both Tuckman's Model and Belbin's team roles on team effectiveness and the success of teaching students teamwork skills as a mean of arming them with the required skills for their future professional careers in real life.

Keywords: teaching teamwork skills in post-graduate education, Tuckman's Model of Team Formation, Belbin's Team Roles, Leaderless group discussion, team effectiveness.

Attitudes of Chinese Students to International Education

Conference: AARE conference, 29 November- 3 December 2015, University of Notre Dame, Fremantle, Western Australia, Australia

Presenter: Dr Syed Jamali

Abstract:

The purpose of the study is to gain insight into possible affecting factors and to explore attitudinal reflection of Chinese students to international education. The main objectives of this study are to find out underlying factors related to the academic achievements of Chinese students and also to analyse the perspectives of Chinese students towards international education. The population of the study involves students, teachers and relevant agents of a Private Training Establishment of New Zealand. A 'triangulation' method was used to analyse and to interpret the data. The findings revealed that some factors such as: socio-economic background, the one-child policy, freedom, lack of guidance, "fear of

failure” and excessive use of technology (mobiles, computers, iPads) have a negative impact on students’ academic performance and attitudes. The recommendations to improve the present situation are:

- ❖ To provide extra care to students out of school;
- ❖ To organise stronger collaboration among schools, agents, teachers, students and parents;
- ❖ To arrange a more comprehensive orientation programme for both parents and students.
- ❖ To increase awareness among parents of how they can encourage their children to become more independent.

Keywords: Chinese students, performance, attitude, international education, New Zealand.

Gamification: Harmonic Series Geometric Imagery (HSGI) as a Platform to Collective Improvisation, Creativity and Innovation

Conference: International Society for Improvised Music Summer 2015 Event Chateau D’oex, Switzerland, 9-12 July, 2015

Presenter: Alina Abraham

Abstract:

Research shows that in humans, both the perception of music and the use of visual stimuli fire up activity in both brain hemispheres, and also that the practice of music supports the brain & body integral (holistic) development. In music performance (similar to sport), the focus of the mind and the relaxation of the body – allowing new levels of performance simultaneously – appear easy and natural as if there was no effort and no stress involved along the activity at all. The exercise here would ‘flash’ visual stimuli generated by Harmonic Series Geometric Imagery (HSGI) on a screen (PowerPoint) igniting volunteer musician participants’ answers based on their internal hearing and aesthetical preferences, to collectively elaborate an improvisation story, or dialogue. During the performance the audience is invited to observe the states of the body and states of the mind of the musicians in this apparent game with rules in which HSGI would be used similar to a semi-structured score (<http://youtu.be/olE-HXAN8 U>). I believe that this open-ended space of music improvisation would be characterized by flow & joyful play (similar to children’s play), and that the gamification methodology would also be noticed inviting the audience to further ponder over the new teaching strategies of the mainstream education over the globe today that gamification can bring.

Upcoming Academic Conferences

Conferences in New Zealand and Australia

The 3rd Women in Leadership Summit 2016

16 – 17th February 2016, Auckland, New Zealand,

http://liquidlearninggroup.com/documents/WIL0216Z/WIL0216z_W.pdf

The National Higher Education Women's Leadership Summit 2016

23 – 24th February 2016, Auckland, New Zealand,

http://www.liquidlearninggroup.com/documents/HLW0216Z/HLW0216Z_W.pdf

Brand Forum

24 – 25th February 2016, Sydney, Australia, <http://brandforum.com.au/>

The International Conference on Innovation, Management, and Logistics

2 – 4th March 2016, Wellington, New Zealand, <http://10times.com/vattikuti-global-robotics>

The IASTEM-31st International Conference on Economics and Business Management (ICEBM)

15th April 2016, Sydney, Australia, <http://iastem.org/Conference/Australia/Sydney/ICEBM/>

ISER-44th International Conference on Economics and Business Research (ICEBR-2016)

12th May 2016, Melbourne, Australia, <http://iser.co/conference/MelbourneAustralia/ICEBR/>

Qualcon 2016 Conference, "Innovation and Productivity: the place of quality in a time of rapid change"

3 – 5th July 2016, Sydney, Australia, <http://qualcon.com.au/2016/>

ISER-76th International Conference on Economics and Business Research (ICEBR-2016)

14th September 2016, Auckland, New Zealand, <http://iser.co/conference/AucklandNewZealand/ICEBR/>

Conferences Worldwide

12th International Conference on Entrepreneurship, Global Business, Economics, Finance and Social Sciences

12 – 14th February 2016, Mumbai, India http://globalbizresearch.org/Mumbai_Conference_2016_Feb/

ISER-28th International Conference on Economics and Business Research (ICEBR-2016)

5th of March 2016, Istanbul, Turkey, <http://iser.co/conference/Turkey/1/ICEBR/>

6th Asia Pacific Marketing and Management Conference

16 – 18th March 2016, Sarawak, Malaysia, <http://6thapmmc.webs.com/>

5th International Conference on Teaching and Learning with Technology (iCTLT 2016)

30 – 31st March 2016, Singapore, <https://ictlt.com/>

Entrepreneurs Cruise 2016

10 – 17th April 2016, Port of Galveston, Texas, United States of America, <http://digimarcon.com/cruise/>

ISER- 40th International Conference on Education and Social Science (ICESS-2016)

12th April 2016, Riyadh, Saudi Arabia, <http://iser.co/conference/SaudiArabia/ICESS/>

Language in the Online & Offline World 5

19 – 20th April 2016, Surabaya, East Java, Indonesia,
http://inggris.petra.ac.id/loow_conference/index.php

ISER-25th International Conference on Advances in Business Management and Information Science (ICABMIS)

22nd April 2016, Dubai, United Arab Emirates, <http://iser.co/conference/UAEApril/ICABMIS/>

International Business Conference 2016: Searching for Innovative and Creative Business Solutions

28th April 2016, Vilnius , Lithuania, <http://vvf.viko.lt/fakultetas/mokslas/international-business-conference-2016/>

7th International Conference on Excellence in Research and Education

5 – 8th May 2016, Indore, Madhya Pradesh, India, <http://www.iimdr.ac.in/announcement/cere-2016/>

ISER-48th International Conference on Economics and Business Research (ICEBR-2016)

30th May, Athens, Greece, <http://iser.co/conference/Greece/ICEBR/>

ISER-51st International Conference on Economics and Business Research (ICEBR-2016)

10th June 2016, Ottawa, Canada, <http://iser.co/conference/Canada2016/ICEBR/>

IABE 2016 Florence & Pisa (Italy) Summer Conference - Research/Teaching Excellence in Business and Economics

16 – 18th June, Florence & Pisa, Italy, <http://www.iabe.org/domains/iabeX/Default.aspx>

The Fourth Undergraduate Conference on ELT, Linguistics, and Literature 2016

18th June 2016, Yogyakarta, Indonesia, <http://uc-pbi-usd.blogspot.co.nz/>

#DMWF – Digital Marketing World Forum – London

20 – 21st June 2016, London, United Kingdom, <http://www.digitalmarketing-conference.com/london/>

ISER-38th International Conference on Advances in Business Management and Information Science (ICABMIS)

23rd June 2016, Istanbul, Turkey, <http://iser.co/conference/Turkey2016/ICABMIS/>

ISER - 56th International Conference on Economics and Business Research (ICEBR-2016)

3rd July 2016, Hong Kong, China, <http://iser.co/conference/HongKongJuly/ICEBR/>

The International Conference on Learning: “Education in the Age of the Anthropocene” - A Common Ground Conference

13 – 15th July 2016, Vancouver, Canada, <http://thelearner.com/>

WEI International Academic Conference on Education and Humanities at Harvard University

1 – 3rd August 2016, Boston, United States of America,

<http://www.westeastinstitute.com/internationaleducationconferenceatharvard/>

2nd Annual Early Childhood Care and Education International Rendezvous 2016

2 – 4th August 2016, LANGKAWI, KEDAH, Malaysia, <http://ecceir.britenvision.com/>

ISER-66th International Conference on Economics and Business Research (ICEBR-2016)

12th of August 2016, Putrajaya, Malaysia, <http://iser.co/conference/Putrajaya/ICEBR/>

International Academic Conference in Paris (IACP), 2016

15 – 16th August 2016, Paris, France, http://www.abrmmr.com/index.php?view=conference_details&id=6

ISER-79th International Conference on Economics and Business Research (ICEBR-2016)

26th September 2016, Brussels, Belgium, <http://iser.co/conference/BrusselsBelgium/ICEBR/>

7th International Trade & Academic Research Conference (ITARC)

7 – 8th November 2016, London, United Kingdom,

http://www.abrmmr.com/index.php?view=conference_details&id=1

International Conference on Transforming Emerging Economies through Sustainability and Innovations in Business

8 – 9th November 2016, Bengaluru, Karnataka, India, <http://mba.christuniversity.in/tee2016/>

Dr Siham El-Kafafi, Director of Research