

# Research Outlook

## Message from the Chairman

The excellent news for ICL this month is that the Postgraduate Diploma in Business (Level 8) has been approved by NZQA, short of final sign-off. The NZQA Panel gave three commendations, seven recommendations and no requirements. The commendations were for our “willingness to embrace and continuously develop the degree culture”; to the staff for “their commitment to student-centred learning”; and for the school’s “emphasis on pastoral care and the continuous self-improvement involved”. The recommendations were all reasonable and easily achievable, and those on our research activity are timely for us to lift our research to a new level.

This is a significant moment in the development of ICL; we expect the PGDip to become our largest programme within the next two years. We have decided on a start in the first week of June, and hope to have recruited a reasonably-sized cohort by then.

As a consequence of this success, and the fact that already over half our academic programme students are at Level 7, we are rebranding the business school ICL Graduate Business School, effective 1<sup>st</sup> April.

The introduction of a PGDip will have a significant effect on our research programme, as we make it increasingly more closely allied to our business teaching, and we are convening a meeting of our newly-expanded Research Advisory Board in May to seek advice.

I am pleased to say that I have been invited to deliver a presentation to the NEAS Conference in Sydney on 12<sup>th</sup> and 13<sup>th</sup> May 2016. NEAS is the national accreditation body for Australian language schools, and I have been invited in my capacity of Chairman of English New Zealand. The abstract of my paper appears below.

Ewen Mackenzie-Bowie, Chairman

### In this issue:

ICL Research Seminars

Conference Presentations

Future Conferences

## ICL Research Seminars

### ICL Research Seminar Series – 2016 Schedule

Researcher's Name	Research Title	Date	Time
Siham El-Kafafi	<i>Academic Entrepreneurship in Higher Education Institutes</i>	Wednesday 17 February	12: 30 - 1:00
Jamali Syed	<i>Attitude of Chinese Students towards International Education</i>	Wednesday 16 March	12: 30 - 1:00
Craig Rhodes	<i>Engaging Student Achievement through NZ Employment Environment</i>	Wednesday 13 April	12: 30 - 1:00
Ewen Mackenzie-Bowie	<i>Rupert – an innovative literary genre</i>	Wednesday 18 May	12: 30 - 1:00
Ahmed Junina	<i>Academic Literacies in a Diverse Setting: An Exploration of the Challenges Faced by Arabic-Speaking Students in Academic Writing in NZ</i>	Wednesday 15 June	12: 30 - 1:00
Dayal Talukder	<i>Research Publication: An Uncomfortable Journey</i>	Wednesday 13 July	12: 30 - 1:00
Corinna Chin	<i>Visiting Friends and Relatives (VFR) Tourism: Going Home</i>	Wednesday 17 August	12: 30 - 1:00
Alina Abraham	<i>Fibonacci series, music and early childhood: do they have anything in common?'</i>	Wednesday 14 September	12: 30 - 1:00

### February Research Seminar Presentation

#### *Academic Entrepreneurship in Higher Education Institutes*



**Presenter:** Dr Siham El-Kafafi

#### **Abstract**

#### **Purpose:**

To investigate how innovative the Higher Education Institutes (HEIs) are 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 of 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.

**Key Words:**

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

**March Research Seminar Presentation*****Attitudes of Chinese Students to International Education***

**Presenter: Dr Syed Mohammad Masud Jamali**

**Abstract**

The main objectives of this study are to find out what factors underlie the academic achievements of Chinese students and to explore the perspectives of Chinese students in relation to international education. The purpose of the study is to gain insight into the attitudinal reflection of the students to international education. The methodology of the study consists of samples, data collection tools, and data analysis strategies. The population of the study involves the students, the teachers and the relevant agents of a Private Training Establishment in New Zealand. For analyzing and interpreting the data the 'triangulation' method was used in this study. This triangulation was formed through the data

collected from students' interview, teachers' interview and agents' interview and the case studies of students. The findings revealed that some factors such as: socio-economic background, one child

policy, freedom, lack of guidance, “fear of failure” and excessive use of technology (mobile, computer, iPad) have negative impact on student’s academic performance and attitude.

The recommendations to improve present perspectives are:

- ❖ To provide an extra care to students out of school.
- ❖ To make collaboration among schools, agents, teachers, students and parents.
- ❖ To arrange an orientation programme to the parents and students.
- ❖ To make awareness among parents how they can encourage their children to be become self-independent.

**Keywords:** International education, Chinese students, PTEs, triangulation and factors affecting international studies.

## ICL Research Activities – Conference Presentations

By ICL Staff

***“The English language sector in New Zealand: growth and the relationship with Government”***

**Conference:** NEAS in Sydney on 12<sup>th</sup> and 13<sup>th</sup> May 2016. NEAS is the national accreditation body for Australian language schools.

**Presenter:** Mr Ewen Mackenzie-Bowie, Chairman, English New Zealand

### Abstract

The aim of this presentation is to report on the current state of ELICOS in New Zealand and identify the factors which in 2015 have produced a second year of solid growth among English NZ members, with numbers from Latin America up by over 50%, and steady incremental growth from the North Asian markets that provide half our business. I will look at global economic factors as well as government agency performance and discuss how they have affected our businesses both positively and negatively.

Recent changes in immigration policy settings to allow pathway visas will provide further opportunities for growth, but will also expose the market place to higher risk. The presentation will analyse some of that risk and highlight the danger of the NZ government’s international education policy being too heavily dependent on migration and employment outcomes.

English New Zealand incorporates private and state sector ELICOS providers and represents 85% of the market share in the country.

### ***A Multidisciplinary Culturally Relevant Ethical Decision Making Model for Multicultural Counselors in the World of Change***

**Conference:** International Scientific Forums and Workshops

The conference is sponsored by Chi Sigma Iota hosted by Iota Phi held in Balanghain Convention Center in Butuan City, Mindanao, Philippines on 13-15 October 2015. Chi Sigma Iota is the international

academic and Counselling professional honor society based in the United States. Iota Phi is the only chapter in Asia based in the Philippines.



**Presenter:** Dr. Maria Concepcion Venturina-Umali, RGC

### Abstract

The paper examines the issues related to contemporary notions of multiculturalism, focusing on the ethical dilemmas involved in multicultural counseling.

The paper argues that key in a culturally relevant ethical decision making is an understanding of an ethical decision as an essential component to see “everything from a particular vantage point”. It advocates that where the counselor and client are, determines the factors and influences on the ethical decision making process. It offers a culturally relevant ethical decision making model which discusses how counselors can become aware of contextual influences, including world views (culturally sensitive theories). Training in different ethical orientations provides the practitioner with a basic understanding of relevant worldviews and how they impact daily decisions in clients’ lives. With judicious use, it would enable counselors and psychotherapists to cross cultural boundaries, construct multidisciplinary counseling bridges and work in teams. However, it proposes steps in ethical decision making similar to previous models and in addition offers a contextual perspective based upon philosophical/theoretical views.

The paper asks the question: “What are the important elements of the horizon that should be considered in ethical decision making?” It discusses how to pragmatically use this model of ethical decision making in counseling practice. It presents complex and abstract theories that create a challenge for the professional counselors to interpret in actual practice. It also attempts to provide an alternative approach by demonstrating “fusion of horizons” and the application of the ethical theories from a multidisciplinary dimension of counseling in a changing world where concepts and theories of sociology, psychology, philosophy, history, law and anthropology among other disciplines can add value.

Finally, it is argued that the first component in the hermeneutic circle is the ethical dilemma itself. The major ethical dilemmas include: boundaries, competence of the counselor, confidentiality, informed consent, multicultural competence and professional demeanor. Further, this paper suggests that an accurate interpretation of an ethical decision should be based on use of appropriate ethical theories that are consistent with the fusion of horizons, such as those of the counselor, the client and the supervisor.

## Upcoming Academic Conferences for 2016

### Conferences in New Zealand and Australia

***The International Conference on Innovation, Management and Logistics***

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

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

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

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

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

**The NEAS Conference**

12<sup>th</sup>-13<sup>th</sup> May, Darling Harbour, Sydney, [www.regonline.com/2016NEASConference](http://www.regonline.com/2016NEASConference)

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

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

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

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

## Conferences Worldwide

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

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

**6th Asia Pacific Marketing and Management Conference**

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

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

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

**Entrepreneurs Cruise 2016**

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

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

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

**Language in the Online & Offline World 5**

19 – 20<sup>th</sup> April, Surabaya, East Java, Indonesia, [http://inggris.petra.ac.id/loow\\_conference/index.php](http://inggris.petra.ac.id/loow_conference/index.php)

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

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

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

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

**7th International Conference on Excellence in Research and Education**

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

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

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

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

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



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

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

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

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

***#DMWF – Digital Marketing World Forum – London***

20 – 21<sup>st</sup> June, London, UK, <http://www.digitalmarketing-conference.com/london/>

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

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

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

3<sup>rd</sup> July, 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 – 15<sup>th</sup> July, Vancouver, Canada, <http://thelearner.com/>

***WEI International Academic Conference on Education and Humanities at Harvard University***

1 – 3<sup>rd</sup> August, Boston, United States of America,

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

***2nd Annual Early Childhood Care and Education International Rendezvous 2016***

2 – 4<sup>th</sup> August, Langkawi, Kedah, Malaysia, <http://ecceir.britenvision.com/>

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

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

***International Academic Conference in Paris (IACP), 2016***

15 – 16<sup>th</sup> August, Paris, France, [http://www.abrmr.com/index.php?view=conference\\_details&id=6](http://www.abrmr.com/index.php?view=conference_details&id=6)

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

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

***7th International Trade & Academic Research Conference (ITARC)***

7 – 8<sup>th</sup> November, London, United Kingdom,

[http://www.abrmr.com/index.php?view=conference\\_details&id=1](http://www.abrmr.com/index.php?view=conference_details&id=1)

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

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

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