

Research Outlook

Message from the Chairman

With our last newsletter of the year I would like to thank all our staff and advisory board members for contributing to the most successful year in the history of ICL. Our most notable achievements have been:

- Approval of the Postgraduate Diploma in Business
- A very successful Graduate Diploma monitoring visit
- Winning the Services Exporter of the Year 2016 at the Export NZ awards
- Rebranding the school ICL Graduate Business School and achieving over 50% of students on programmes at level 7 and above, with pass rates averaging around 90%
- As a group exceeding 1000 EFTS in the 2015 calendar year
- Ongoing research successes including several conference presentations, Vol 3, Issue 1 of the ICL Journal, now peer reviewed, with Vol 3, Issue 2 scheduled for the end of the year
- Enhancement of the Research Advisory Board by recruiting two distinguished professors from The University of Auckland: Thor Besier and Martin East
- Revision to our research strategy following substantial consultation

I would particularly like to thank our two founder members on the Research Advisory Board, John Hinchcliff and Ron Newman for their ongoing inspiration and guidance in a research programme of which we are very proud.



Ewen Mackenzie-Bowie, Chairman

In this issue

ICL Research Activities:

- Research seminars
- Conference Presentations
- Special Events
- Guest Lecturer Seminars

Future Conferences

September Research Seminar Presentation

Fibonacci series, music and early childhood: do they have anything in common?'

Presenter: Ms Alina Abraham

Abstract

Research on the presence of 'Fibonacci numbers' in acoustics, and/or in the early stages of human development - such as for example the ratios in the growth of a child's physical body in the first year of their life, is less prominent. My project aims to present a literature review on: 1. 'Fibonacci series' and its applications in music [acoustics], and 2. 'Fibonacci numbers' and the rate of a child's [physical body] development in their first year of life, and find out if 1. Are there any similarities, contrasts or patterns between the two, and 2. If yes, is there evidence that lack or exposure to sound and music may influences the growth of the physical body of a child in relation to 'Fibonacci numbers'.

Keyword: *Fibonacci numbers, child's development and music.*

November Research Seminar Presentation

Can technology be used to improve any learning environment....?

Presenter: Mr Amal Chandrasena

Amal facilitated an interactive session about technology and its impact on the learning environment.

Abstract

Technology, a misunderstood concept in many ways in modern society. Most of the tools we use in classrooms are labeled as technology and the real meaning is far more advanced and useful for any kind of learning environment.

The application of scientific knowledge for practical purposes (Oxforddictionaries.com, 2016) is the real meaning of technology, which involves the techniques and methods that you can use in a learning environment by using resources and tools.

ICL Research Activities

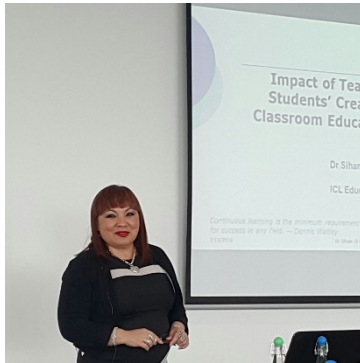
Conference Attendance

By ICL Staff

Impact of Teamwork Skills on Students' Creativity: A Case of Classroom Educational Program

Conference: World Association for Sustainable Development (WASD) 2016 Conference, 20 – 22 July 2016, London, UK.

Presenter: Dr Siham El-Kafafi



On the left Dr Siham El-Kafafi delivering her paper at the WASD Conference, and on the right receiving her certificate at CCTV Center, Canary Warf, London, UK, July 2016



Abstract

Purpose:

The aim of this research is to find out the impact of utilizing both Tuckman's Model and Belbin's team roles on students' creativity in classroom activities, 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.

Design/Approach:

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.

Findings:

As a result of following Tuckman's Model and Belbin's team roles by the two graduate classes, the following were some of the initial research findings:

- Team ground rules assisted students in keeping team values and team cohesiveness.
- Team members assumed all of Belbin's 9 roles depending in the task allocated to them to fulfil the assignment requirements.
- Leadership role tended to be rotated among all team members within each team.
- All teams demonstrated creativity in designing their team logos.
- Tendency to assume positive behaviors than the negative behaviours demonstrated in both class engagement and final marks of their course assessments.

Originality/Value:

This topic is important because 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. Furthermore, as an educator I believe that the main objective of my profession is to train and equip my students with the required skills for their future professional careers. One of those important skills is the ability to work collaboratively and effectively in teams to achieve high standards of performance to attain their goals successfully.

Research Limitations:

This research reports on findings of a case study of a specific Post-Graduate Diploma which is relevant to a specific cohort of students i.e. results cannot be generalized on all types of student cohorts because other contributing factors may play a role in the equation.

Keywords: teaching teamwork skills in post-graduate education, Tuckman's Model of Team Formation, Belbin's Team Roles, team effectiveness and student creativity.

Open Innovation in Practice – Google versus Microsoft

Conference: Diaspora 2016 Conference, London, UK, July 2016

Presenter: Dr Siham El-Kafafi



Dr Siham El-Kafafi with Professor Allam, founder of WASD, handing her an Award for her Presentation at the 2016 Diaspora Conference, East London University, July 2016.

Abstract:**Purpose:**

This research aims to critically assess two open innovation strategies including the inbound open innovation/inside-out innovation as well as the outbound open innovation/outside-in innovation and their application in two world renowned organisations.

Design/Approach:

The research will firstly discuss the application of the inside-out innovation strategy at Google, which provides the largest search engine in the world. This will be followed by the discussion of the application of the outside-in innovation strategy of Microsoft as one of the most influential personal computer software corporations in the world. Finally, the results of a comparison and evaluation of both Google

and Microsoft's application and adoption of the open innovation models and strategies will be provided.

Findings:

The following are some of the findings resulting from analyzing Google's inside-out innovation strategy versus Microsoft's outside-in innovation strategy:

- Successful open innovation strategies not only refers to developing new product, but also includes strong marketing competences to commercialise the products.
- Google and Microsoft have strong resources, experiences and capabilities to market new products to potential customers and effectively communicate with the potential customers about the value created by the products.
- Google and Microsoft adopt both inside-out and outside-in strategies and put great efforts to minimise disadvantages of such strategies.
- The success of the outside-in innovation strategy depends on how an organisation supports outside innovators by facilitating an environment that support both intrinsic and extrinsic motivations as exemplified in the case of Microsoft.

Originality/Value:

This research highlights the challenges and success factors confronted by two of the world's most renowned organizations when applying the open innovation models in which other organizations could benefit from especially when planning on collaboration with external innovators.

Research Limitations:

This research reports on findings of two case studies which cannot be generalized on all types or sizes of organizations.

Keywords: inbound open innovation, outbound open innovation, innovation strategies in Google and Microsoft.



Dr Siham El-Kafafi among 2016 Diaspora Conference Delegates, East London University, London, UK.

Staff Special News

Alina Abraham - ECE Lecturer

Alina's 2014 PD plan was to participate in a nine-month course online with four face-to-face blocks from Pacific Integral Org., learning about integrative models to be used in adult education in an ever-changing world: *Generating Transformative Change*. In 2015 Alina had a presentation on some of the aspects of the course, in her "Vertical Learning", *Research Seminars Series* presentation with ICL Education Group (September 15th, 2015).

Since September this year (2016), as a review of the course principles and applicability, Alina enrolled in another 16-week course online about the use of above dynamic & integrative models applicable in her day by day teaching: *TetraDynamics*, by Sean Esborn Hagen /MetaIntegral.org / <https://metaintegral.org/events/introduction-tetradynamics>.

ICL Guest Lecturers Seminars

Date	Guest Lecturer
Tuesday 25 October 2016	Associate Professor Love Chile, AUT
Tuesday 1 November 2016	Sue Staveley, Staveley Consulting

Upcoming Academic Conferences for 2016

Conferences in New Zealand and Australia

APQO Conference: hosted by the New Zealand Organization for Quality (NZOQ), 20-23 November 2016, Energy Events Centre, Rotorua, NZ www.apqo2016.com



Dr Siham El-Kafafi, Director of Research