

Tertiary Courses in  
Business, Computing,  
Early Childhood Education  
and English Language

Research Newsletter

Issue 5 May 2011

# Research Outlook

Research activity at ICL continues to increase, as these pages testify. The NZIM project is well under way and we have a healthy number of conferences and publications in hand.

We have recently submitted an application to NZQA for approval of a Graduate Diploma in International Business Innovation. The application is still at the initial assessment stage and we are uncertain as to quite how long the process will take. It's an exciting step forward for ICL. We know there is huge demand for graduate diplomas, particularly in India, and we are proud of the curriculum we have devised for ours. Innovation is one of today's key concepts. We now even have a Ministry of Science and Innovation. On a practical level we know from experience that a business has to innovate constantly in order to survive. Our paper **Corporate Innovation: Strategy to Implementation** looks at how innovation concepts and initiatives are applied and how companies are structured for innovative change. And our paper **Open Innovation** looks at the theories underpinning the recent shift in corporate thinking; the traditional model of R&D being usurped by inter-corporate strategies. This is literally an innovative course and it is exciting that a relatively modest business school such as ours can be part of state-of-the-art academic theory; all subject to NZQA's good will, of course.

On a personal note, I am rather proud to announce that my own Master's thesis, "The Wolf in Children's Literature", has now been published by LAP Lambert Academic Publishing, ISBN 978-3-8443-9235-7, and is even available through Amazon.com. Order your copy now!

*Ewen Mackenzie-Bowie*

#### Update on Research Project with NZIM

**Title:** Managerial Skills and Competencies in New Zealand Firms

**Objectives:** Following a meeting with NZIM and further evaluation of their database, the research will target all NZ firms. The literature review is well on its way and we are drafting a questionnaire. This questionnaire will be distributed once ethics approval is granted.

**Time Frame:** March-Nov 2011

#### Staff involved in project:

**Dana Niko**  
Lecturer, ICL Business School  
**Dayal Talukder**  
Lecturer, ICL Business School  
**Brent Hawkins**  
Senior Lecturer, ICL Business School

#### REMINDER: Research Seminar at ICL

**Date:** 22 June 2011

**Time:** 1.10-1.40pm Room: 304

**Speaker:** Jaime Umali

**Title:** 'Theory Construction and Testing'

The aim is to review concepts in research methodology and how they apply to theory construction.

- 10 minutes will be spent on participants' comments on a short sample/specimen article (to be made available at least 1 week prior).

- 20 minutes will be spent on organising participants' comments and review my own observations based on generally accepted meanings of theory.

*Come and bring your lunch to listen to this presentation.*

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# Recent Academic and Research Achievement by ICL Staff

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## Three Papers Accepted

### **Are Private Providers more Productive and Efficient than Public Providers of International Education? Evidence from New Zealand**

Dayal Talukder, Lecturer of ICL Business School

This study has investigated the productivity growth and efficiency of private and public providers of international education in New Zealand. It has used secondary data to calculate the DEA-based Malmquist productivity index for measuring total factor productivity (TFP)-growth and efficiency of both public and private providers of international education during 1999-2010. The study has found that private providers experienced a larger TFP-growth than that of public providers during 1999-2004. However, they have experienced a sharp decline in TFP-growth since 2005 through to 2010. They have experienced a much smaller TFP-growth than that of public providers during this period. Public providers have experienced a positive TFP-growth during 1999-2004 but they have experienced a negative TFP-growth since 2005 through to 2010. Considering efficiency, both private and public providers experienced almost a constant technical efficiency change (TEC) having same level of efficiency equalled to one. Both private and public providers exhibited a constant return to scale during 1999-2010. This study argues that on an average, private providers are more productive than public providers of international education. However, they are not more efficient than public providers as both types of providers exhibited a constant return to scale during 1999-2010. This study also argues that TFP-growth of New Zealand's international education was determined by technological change (TC), not by technical efficiency change (TEC) during this period.

**Accepted for presentation in the '52nd New Zealand Association of Economists Annual Conference' to be held 29 June - 1 July 2011 in Wellington, New Zealand**

### **Estimation of Population and Food-grain Production in Bangladesh by 2020: A Simple Moving Average Approach to a Time Series Analysis**

Dayal Talukder, Lecturer of ICL Business School

The study used a time series dataset for a period of 23 years to estimate and analyse the size of population, food grain production and requirements for the next ten years in Bangladesh with a view to providing policy makers and government with information for policy formulation and analysis. Using a simple moving average (SMA) method, a five-year average technique is applied for smoothing observed data series to generate a linear trend for the estimation of projected values of population, food grain requirements, net food grain production and food grain balance. The results indicate that the growth of population over next ten years will be very similar to the observed period. The increase in domestic food-grain production shows a higher trend than food grain requirements leading to a food grain surplus over the same period. However, the size of population is growing too large to accommodate in a small country with a very low per capita income. The growing population will put enormous pressure on available resources thereby making future development unsustainable. The study suggests that the government should formulate policies to significantly reduce population growth.

**Accepted for presentation in the international conference "Food Studies: An Interdisciplinary Conference 2011" to be held on 9-10 December 2011 at the University of Nevada Las Vegas, Las Vegas NV, USA**

### **Dimensions of Counsellor Leader-Advocate Roles**

Dr. Maria Concepcion V. Umali Lecturer of ICL Business School

The New Zealand Association of Counsellors (NZAC) will hold its annual conference in Whangarei on 21-23 July 2011. This year's theme will focus on Dialogues or Whakaaro. Dr. Maria V. Umali will present her research paper as well as conduct a workshop on "Whakaaro on Aging".

### **Estimation of Elasticity of Demand for New Zealand's Export Education**

Dayal Talukder, Lecturer and Brent Hawkins, Senior Lecturer, ICL Business School

This study estimates the elasticity of demand for New Zealand's export education with a view to identifying its determinants, substitutes and complements. By using secondary data, this study has applied ordinary least square (OLS) estimating techniques to regress log-linear models for calculating the elasticity of demand for New Zealand's export education. The study has found that amongst the internal factors, consumption and New Zealand institutional capacity are the positive determinants of export education and are statistically significant. Amongst external factors GNI per capita of China and South Korea are positive determinants whereas GNI per capita of India is a negative determinant of New Zealand's export education. Amongst four English-speaking-education-exporting countries, Australia and the UK are substitutes of New Zealand's export education. Conversely, Canada and the USA are complementary to New Zealand's export education. The study argues that external factors are more dominant than internal factors in determining New Zealand's export education thereby making the future growth of this sector uncertain. The findings of this study could be of interest to researchers, development practitioners and policy makers.

**Paper accepted for presentation in the Business & Economics Society International (B&ESI) Conference to be held on 7-10 January 2012 in Queenstown, New Zealand**

# Other Academic Activities

## ICL Monthly Research Seminar

### A case for collaborative innovation

Dana Niko presented her masters thesis at the ICL monthly research seminar on 13 April 2011

The idea of sourcing from outside the firm rests on the notion that knowledge exists outside the borders of the firm, so engaging with other sources is beneficial in instigating innovation. An active R&D participation between two or more organisations is also called 'collaborative innovation'. These types of agreements were enabled due to increases in communication technology and the high mobility of work force. The short shelf-life of particular technologies requires firms to constantly innovate and potentially seek collaborative partners to this end. Such partners are particularly beneficial in collaboration between small and large businesses; the small organisation often lacks resources and the large organisation often lacks the flexibility to innovate rapidly. However, such agreements between firms are usually unsuccessful – 60%-70% of alliances are terminated within 4 years without achieving their goal. In this study a successful case study of collaborative innovation was examined. The alliance had reached its fourth year with successful IP development and continuing collaboration is planned for the future. A model was developed based on the case which includes: the need and business opportunity as reasons for the successful relationship. The need and opportunity was the basis for a strong relationship which facilitated learning. Risks were minimised through geographical, technological and cultural fit, and the relationship was facilitated by a champion within the large firm who believed in the small firm's innovative capabilities. Implications of the study were the importance of geographical proximity, especially in the case of the NZ firm; cognitive proximity was not as much of an issue for the large firm as it was for the small firm, perhaps due to the size imbalance and the predatory nature of bigger firm. Further research is required as this study did not cover institutional theory and longitudinal research is needed to confirm the findings over longer timeframes. Similarly, more cases are required to show generalisability of the findings.

### VOCAL

Subhan Ali presented his interactive teaching/learning website at the ICL monthly research seminar on 12 May 2011

VOCAL, the popular interactive online teaching/learning strategy, was highlighted and its use demonstrated in developing an interactive online episode for solving a simple mathematical problem using Adobe Flash. A sneak preview of the "raw" Flash file was also given to illustrate some of the complexities involved in doing such an exercise.

Please check Subhan's website: [www.sssali.net.nz](http://www.sssali.net.nz)

and particularly, the "maths stuff" page.

## Ethics Committee Update

We are happy to inform that we are well under way towards establishing an Ethics Committee to ensure that staff and students at ICL Business School adhere to appropriate ethical guidelines when conducting research. As part of our efforts to establish such a committee Ewen Mackenzie-Bowie has now registered as a member of the Association of Social Science Researchers (ASSR), "*The main functions of ASSR are to support emergent researchers, to provide an avenue for networking, to advocate on behalf of the social sciences, to provide an ethics check and advisory service, and to make submissions.*" (ASSR, 2010).

ASSR members must be familiar with the ASSR and RSNZ Codes of Ethics and agree to be bound by them:

- The ASSR Code of Ethics: [www.assr.rsnz.org](http://www.assr.rsnz.org)
- The RSNZ Code of Ethics:  
[www.rsnz.org/directory/code\\_ethics.php](http://www.rsnz.org/directory/code_ethics.php)

## Seminar Attended

University of Auckland Dean's Distinguished Speaker Series

Title: Ethical challenges of leading well

When: 3 May 2011

Speaker: Professor Joanne B Ciulla

Most people think leaders ought to be ethical. Few would argue with the idea that leaders should look after the needs of their constituents or organisations, be honest, fair, trustworthy, authentic and more. When we look around us, we notice that leaders often struggle to be ethical and effective. Some leaders are very ethical but not very effective, while others are good at getting things done, but not very ethical (UoA, 2011). Prof. Ciulla discussed the ethical challenges and the effectiveness of being a good leader. She delved into the philosophical realm to examine the human condition over time. A good leader, according to Western and Asian philosophy, is an ethical leader who is trustworthy, honest, exercises self control, and has the ability to weave people together for the greater good. However, leaders, in most cases, have large egos due to the privileges they receive, they exercise their power over people and often try to cover up their mishaps. One of the challenges is that leaders often become isolated from others when they are successful. Leaders usually have an inflated belief in their ability, they lose strategic focus, and they are given control over resources. This success leads to corruption and is known as the "Bathsheba Syndrome". The Dali Lama claimed that ethics is about happiness and one reaches this by being compassionate. However, through our understanding of these challenges we can develop better leaders.

By Dana Niko