

Research Outlook

Message from the Principal

It is a whole year since our first Research Outlook newsletter, and it is with great pride that I mark the anniversary and record my thanks to the ICL Business School research team. The overview of research activities appearing on pages 3 and 4 of this newsletter show a great richness and diversity of topic. And in particular I want to salute the work that has gone into our considerable research project on behalf of the New Zealand Institute of Management. As this newsletter goes to press the results are not complete, but I know that they will raise concerns in the corridors of NZ management practice.

From a couple of unrelated forays into conference presentations by our ECE and English staff four years ago, ICL now has a palpable track record in research, a substantial budget and an organised approach to conference attendance, publications and in-house research seminars. Our researchers' conference peers have shown impressive credentials, most significantly at the Business & Economics Society International Conference held earlier this month in Queenstown, where both Dana Niko and Dayal Talukder presented papers. Delegates came from six continents and over twenty countries including Germany, Czech Republic, South Africa, Sweden, the UK and the USA.

The scope of ICL's research in Education and Business is already well developed. As well as increasing the research output in these fields, in 2012 our target is to develop more research in Information Systems and Technology.

I wish all the research team and our stakeholders a very happy New Year!

Ewen Mackenzie-Bowie

Research Project of ICL with NZIM

Title: Managerial Skills and Competencies in New Zealand Firms

Progress Update:

- Literature review updated
- Data analysis and results interpretation completed
- Final report to be submitted in early 2012

Staff involved in this project:

Dana Niko
Lecturer, ICL Business School

Dayal Talukder
Lecturer, ICL Business School

Brent Hawkins
Programme Leader – Business, ICL Business School

Research Seminar at ICL

Detail of research seminars will be announced in January.

Study break at ICL: from 17 December 2011 to 3 January 2012 inclusive

“Merry Christmas and Happy New Year 2012”

From the ICL Research Team

ICL BUSINESS SCHOOL

Level 1 & 2, Chancery Chambers, 2 Chancery Street and Level 3 & 4, 238-242 Queen Street
Auckland, New Zealand
Phone: (64 9) 368 4343
www.icl.ac.nz

Recent Research Achievements by ICL Staff

Papers Presented

A Private Boat – Security and Vulnerability in *Where the Wild Things Are*

Speaker: Ewen Mackenzie-Bowie, Principal, ICL Business School, Auckland

Abstract

Max, the hero of *Where the Wild Things Are* is around the age of five, by which time, according to Adler, he has defined his ultimate goal, security. Freud identifies this as the time when his superego is on the point of development. Max's journey to where the wild things are and back is a triumph of the pleasure principle over the reality principle, but it culminates in a reversal of fortune at the end, when the id is suppressed by the ego, shown by his wolf suit beginning to come off. Max's domination of the wild things is akin to dragon slaying, in his heroic journey towards gaining his mother's affection, thereby defeating his Oedipus complex.

As the story progresses Max's security and vulnerability alternate, in episodes which are well crafted by Sendak's use of positioning and framing, and counterpoint between word and picture. His outward journey's dependence on "a private boat" indicates his vulnerability, and the fact that the ocean actually "tumbles by" him rather than the more normal converse indicates an emerging inferiority, returning to Adler. Finally we briefly analyse the book cover, which presents a picture of security. It's getting into the boat that makes you vulnerable, and that's what adventure is all about!

Paper presented at the ICL monthly research seminar, 2nd November 2011

Rationalising Males in Early Childhood Teaching: Views of People & Views of Policy

Speaker: Tahera Afrin, Lecturer, Early Childhood Education, ICL Business School, Auckland

Despite Government efforts in the past few years, male participation in Early Childhood Education (ECE) continues to remain low. The project will be taken as an effort to identify public judgment on this and to explore whether there is a significant difference between 'public' opinion and the existing policies related to the ECE employment. Public is considered to be people related to ECE and people who are not (Non-ECE).

A mixed research paradigm will be used in this project with three research tools: questionnaire, interviews and document analysis. Questionnaire and interviews will be used for primary data and document analysis will be used for secondary data.

Primary data will be collected from 36 participants who will be purposively selected. They will be the teaching staff or students from different departments of a Private Training Establishment (PTE) that has a department teaching courses on Early Childhood Education (ECE) and departments that offer courses on other subjects, Non-ECE. Groups will be selected from the industry representatives related to the ECE department. Four participants from each of the following nine categories will be interviewed followed by completion of close-ended questionnaires:

- ECE male students
- ECE female students
- ECE lecturers
- Non-ECE male students
- Non-ECE female students
- Non-ECE lecturers
- ECE centre supervisors
- Male parents for the centre
- Female parents from the centre

Questionnaires and interviews will be analysed by MS Excel / SPSS and manual coding. Secondary data will be collected from the relevant literature available on the websites of relevant organisations such as the Ministry of Education, Child Forum, Early Childhood Council (ECC), New Zealand Educational Institute (NZEI) and participating centres' policies. The literature will be analysed using the content analysis method.

The findings will be helpful to gain useful insights to improve male participation in the Early Childhood Education (ECE) sector.

Paper submitted for ethics approval. Also submitted for presentation at the Oceanic Conference on International Studies to be held on 18-20 July 2012 at the University of Sydney, Australia

Collaborative Innovation

Speaker: Dana Niko, Lecturer, ICL Business School, Auckland

Abstract

This paper considers a strategy of 'collaborative innovation' for New Zealand firms on an international scale. First, the author will review the evolution of innovation theory leading to 'collaborative innovation' in the contemporary literature. A case study is then presented as an exemplar of successful collaborative innovation between a NZ SME and a large multinational. The case study is novel as it considers the perspectives of both companies and specifically addresses the interaction between firms, rather than one or other's specific strategy, as is predominantly reported. The relationship itself was found to be instrumental in the success of the SME firm. The persistence, long-term attitude, and all managers willingness to learn strengthened the collaborative relationship. The affiliation between managers was part of the reason a senior manager in the larger firm championed the smaller firm and it is this risk-taking which was another key to the SME's achievements. Other themes which emerged as contributors to the collaborative success included the cultural and technological fit of the two firms. Unlike other studies, geographical distance had a negative effect and shaped the strategic approach of the New Zealand managers. The author concludes with future research questions into institutional theory and innovation policy.

Paper accepted for presentation at the 'Business & Economics Society International (B&ESI) Conference' to be held on 7-10 January 2012, Rydges Lakeland Resort Hotel, Queenstown, New Zealand

Research Activities by ICL Business School Staff in 2011: an Overview

Publications

- Afrin, T. (2011). *External and Internal Moderation: The other side of the story*. Paper presented at the Symposium on Assessment and Learner Outcomes held on 1-3 September 2011, at the Victoria University of Wellington, New Zealand (accepted for publication as conference proceedings).
- Jamali, S. M. M. & Hong, H. (2011). *Development of a Primary Curriculum Framework for Bangladesh (From Grade I to Grade VIII)*. Paper presented at the '19th New Zealand Asian Studies Society International Conference held on 2-4 July 2011 at Palmerston, North, New Zealand (accepted for publication as conference proceedings).
- Mackenzie-Bowie, E. (2011). *The Wolf in Children's Literature: The mid-20th century change in the classic perception of the role of the wolf in children's literature*. Lambert Academic Publishing.
- Niko, D. (2011). Collaborative Innovation. (Forthcoming as a book chapter in '2012 Global Business & Economics Anthology').
- Talukder, D. (2011). Are Private Providers more Productive and Efficient than Public Providers of International Education? Evidence from New Zealand. *Oeconomics of Knowledge*, 3(4), 2-23.
- Talukder, D. (2011). Analysis of the Impact of Education Enhancement Policy on Female Secondary Education in Bangladesh. *Journal of Peace, Gender and Development Studies*, 1(2), 61-72.
- Talukder, D. (2011). Economic Sustainability and Productivity Growth of International Education in New Zealand. *International Journal of Environmental, Cultural, Economic and Social Sustainability*, Vol 7 (Article in press).
- Talukder, D. & Chile, L. (2011). Estimation of Population and Foodgrain Production in Bangladesh by 2020: A Simple Moving Average Approach to a Time Series Analysis. *Bangladesh e-Journal of Sociology*, 8(2), 4-16.
- Talukder, D. (2011). *Agricultural Trade Liberalisation and Economic Growth in Bangladesh*. (Forthcoming in the *History Research*)
- Talukder, D. & Hawkins, B. (2011). Estimation of the Elasticity of Demand for New Zealand's Export Education. (Forthcoming as a book chapter in '2012 Global Business & Economics Anthology').
- Talukder, D. & Chile, L. (2011). Globalisation, Agricultural Trade Policy, and Poverty from the Perspective of the Poor: A Critical Review of Issues from Bangladesh, Tanzania and Thailand. (Forthcoming as a book chapter in: 'Globalisation and Public Policy').

Conference Presentations

- Afrin, T. (2011). *Achieving Cultural Competencies: Comparison of Behaviourist and Cognitivist views*. Paper presented at the ISA Asia-Pacific Regional Section Inaugural Conference 2011 held on 29-30 September 2011, Brisbane, Australia.
- Afrin, T. (2011). *External and Internal Moderation: The other side of the story*. Paper presented at the Symposium on Assessment and Learner Outcomes held on 1-3 September 2011, at the Victoria University of Wellington, New Zealand
- Jamali, S. M. M. & Hoo-jo, H. (2011). *Development of a Primary Curriculum Framework for Bangladesh (From Grade I to Grade VIII)*. Paper presented at the '19th New Zealand Asian Studies Society International Conference held on 2-4 July 2011 at Palmerston, North, New Zealand.
- Niko, D. (2011). *Collaborative Innovation*. Paper accepted for presentation in the 'Business & Economics Society International (B&ESI) Conference' to be held on 7-10 January 2012, Rydges Lakeland Resort Hotel, Queenstown, New Zealand.
- Talukder, D. (2011). *Are Private Providers more Productive and Efficient than Public Providers of International Education? Evidence from New Zealand*. Paper presented at the '52nd New Zealand Association of Economists Annual Conference' held on 29 June - 1 July 2011 in Wellington, New Zealand.
- Talukder, D. (2011). *Economic Sustainability and Productivity Growth of International Education in New Zealand*. Paper presented at the 7th International conference of Environmental, Cultural, Economic and Social Sustainability held on 5-7 January 2011 at the University of Waikato, Hamilton, New Zealand.
- Talukder, D. 2011. Estimation of Population and Foodgrain Production in Bangladesh by 2020: A Simple Moving Average Approach to a Time Series Analysis. Paper accepted for presentation in the 'Food Studies: An Interdisciplinary Conference' to be held on 9-10 December 2011 at the University of Nevada, Las Vegas, USA.
- Talukder, D. & Hawkins, B. (2011). Estimation of the Elasticity of Demand for New Zealand's Export Education. Paper accepted for presentation in the 'Business & Economics Society International (B&ESI) Conference' to be held on 7-10 January 2012, Rydges Lakeland Resort Hotel, Queenstown, New Zealand.
- Umali, M. C. V. (2011). *Dimensions of Counsellor Leader-Advocate Roles*. Paper presented at the New Zealand Association of Counsellors (NZAC) Annual Conference 2011 held on 21-23 July 2011, Whangarei, New Zealand.
- Umali, M. C. V. (2011). *Rejuvenating Professional Development in PTE's*. Paper presented at the New Zealand Association of Business Educators (NZABE) Conference held on 10-12 October 2011, Nelson, New Zealand.

Research Activities by ICL Business School Staff in 2011: an Overview (cont.)

Workshop/Seminar Participation

Participation by Tahera Afrin (Lecturer, ICL):

Law in Action seminar, held on 13 August 2011, organised by Centre for Continuing Education (CCE), The University of Auckland.

Participation by Dana Niko (Lecturer, ICL):

'University of Auckland Entrepreneurs Club Event' held on 14 March 2011, presented by Professor Michael Cusumano, organised by The University of Auckland.

University of Auckland Dean's Distinguished Speaker Series
Title: *Ethical challenges of leading well*. Speaker: Professor Joanne B Ciulla, seminar held on 3 May 2011, organised by The University of Auckland.

Quantitative methods workshop at The University of Auckland held on 20-21 June 2011, facilitated by Dr. Arran Caza, organised by the University of Auckland.

Participation by Dayal Talukder (Lecturer, ICL):

PhD Oral Examination Workshop, held on 20 July 2011, organised by University Postgraduate Centre, AUT University, Auckland.

'IPP Postgraduate Dialogue Day: Thursday 25 August 2011', organised by Institute of Public Policy (IPP), AUT University, Auckland

Other Research Works

Jamali, S. M. M. (2011). *Development of a Primary Curriculum Framework for Bangladesh (From Grade I to Grade VIII)*. PhD thesis, the Korea University, Seoul, South Korea.

Niko, D., Talukder, D. & Hawkins, D. B. (2011). *Managerial Skills and Competencies of New Zealand Firms*. ICL Business School, Auckland, New Zealand. [in collaboration with New Zealand Institute of Management (NZIM)].

Talukder, D. (2011). *A Critical Analysis of the Impact of Agricultural Trade Liberalisation on the Welfare of Rural Communities in Bangladesh*. Institute of Public Policy (IPP), Auckland University of Technology (AUT). A PhD thesis submitted for examination in October 2011.

Monthly Research Seminar at ICL

February 2011

Date: 23 February 2011

Speaker: Ewen Mackenzie-Bowie, Principal, ICL Business School.

Title: *The Role of the Wolf in Children's Literature*

March 2011

Date: 31 March 2011

Speaker: Brent Hawkins, Programme Leader—Business, ICL Business School

Title: *The Use of Competitive Intelligence in New Zealand by NZ organizations (a past study)*

April 2011

Date: 13 April 2011

Speaker: Dana Niko, Lecturer, ICL Business School

Title: *A case for collaborative innovation*

May 2011

Date: 12 May 2011

Speaker: Subhan Ali, Lecturer, ICL Business School

Title: *Interactive Teaching/Learning Website*

June 2011

Date: 22 June 2011

Speaker: Dr. Jaime Umali, Lecturer, ICL Business School

Title: *Theory Construction and Testing*

July 2011

Date: Wednesday, 27 July 2011

Speaker: Brynnyce Owen, Lecturer, Early Childhood Education, ICL Business School

Title: *Montessori, Steiner, Reggio - their beginnings and their position in Aotearoa 2011*

August 2011

Date: 17 August 2011

Speaker: Dr. Maria Concepcion V. Umali,

Title: *Dimensions of Counsellor Leader-Advocate Roles*

September 2011

Date: 8 September 2011

Speaker: Tahera Afrin, Lecturer, Early Childhood Education, ICL Business School, Auckland

Title: *External and internal moderation: the other side of the story*

October 2011

Date: 27 October, 2011

Speaker: Tahera Afrin, Lecturer, Early Childhood Education, ICL Business School, Auckland

Title: *Achieving Cultural Competencies in a Global World*

November 2011

Date: 2 November 2011

Speaker: Ewen Mackenzie-Bowie, Principal, ICL Business School.

Title: *A Private Boat – Security and Vulnerability in Where the Wild Things Are*