

Research Outlook

Message from the Chairman

The post-Covid recovery period started slowly for ICL Graduate Business School, in contrast with the Language Division, which has grown from under 80 in June 2022 to over 400 today. But still the GBS is doing well, growing from a low of 160 in July 2022 to over 300 today. Although we're not back to pre-Covid levels we're roughly where we were in 2014 and by the end of the year we should be at 2016 numbers.



There have been changes in the Research Advisory Board (RAB). Prof Thor Besier has stood down as Chair after four years in the role, having taken over from Dr John Hinchcliff in December 2019. John had been Chair from the inception of the RAB in 2009. We thank Thor for his energy and refresh of the Board, and we were pleased to have him deliver the keynote address at last year's graduation ceremony. Thor is being succeeded by Prof Ron Newman, who is a founder member of the Board. Although Ron is based in Australia there is no more tyranny of distance in today's academic Zoom world, and we were delighted he was present in person for the March meeting.

Our Administration has also seen change with the departure of Shirley Huang and arrival of Sumaiya Essop as our new Administration Manager.

Our BBIS has gone through the RFI stage with NZQA and the panel meeting to assess it is scheduled for late July. Our next projects are the MBI by Research and the Graduate Diploma in Construction Management. Standing still is never enough. We must continue to innovate and forge ahead.

Ewen Mackenzie-Bowie
Principal and Chairman

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Welcome to the May 2023 research update!

ICL Graduate Business School is experiencing a notable increase in student numbers, particularly in postgraduate study programmes. We have observed a strong demand for our Master of Business Informatics (MBI) and Master of Management programmes, and we anticipate that up to 40 students will enroll in the research component of these qualifications next term.

To accommodate this significant influx of students requiring research supervision, we have bolstered our team by appointing Dr Sharan Kaur Garib Singh. Sharan will not only teach certain papers but also supervise a number of our postgraduate students. Additionally, Dr Paula Ray has confirmed her availability to supervise our students in their research activities.



Unfortunately, we are bidding farewell to Dr Maria Umali from our team of lecturers at ICL. Maria has decided to retire from classroom teaching to spend more time with her family. However, we are fortunate that Maria will continue her role in supervising Level 9 research projects. Therefore, it is merely a farewell from her teaching responsibilities but not from the ICL Graduate Business School as a whole.

We are currently in the final stages of preparing for accreditation of a Bachelor's degree in Business Information Systems (BBIS) and eagerly anticipate the opportunity to enhance our suite of Informatics/Information Systems study programmes with an undergraduate offering. Our strong position in delivering the MBI makes us well-suited to teach this undergraduate degree. Furthermore, we are excited to see the research conducted for the MBI implemented in the new undergraduate degree program.

From an operational perspective, we are both fascinated and cautious about the advancements in Artificial Intelligence (AI), particularly in natural language processing applications and other creative AI applications. Earlier this year, we initiated consultations with academics and experts, leading to the implementation of a comprehensive AI policy, which aligns with our assessment policy. Our goal is to educate our learners about the possibilities and limitations of AI tools while ensuring the academic integrity of our study programmes and research activities. We are committed to preparing our learners for a world where AI increasingly drives and influences change.

Ngā mihi nui,
Markus Klose
Academic Director - ICL Graduate Business School

ICL Research Seminars

Research active staff and those with research interests regularly gather at research seminars. Here are some exciting research papers presented by academic staff from January to April 2023. More research-sharing sessions are scheduled in 2023.

Presenter	Topic	Date
Dr Ahmad Wedyan	Attitudes of job seekers toward using social media and awareness of scam job adverts in New Zealand Abstract As the job market becomes increasingly competitive, job seekers are turning to various means to find employment. Social media has become one of the most popular ways for job seekers to find opportunities and connect with recruiters and hiring managers. Job seekers can use social media to network, research companies and job opportunities, and apply for jobs. Social media platforms such as LinkedIn, Twitter, and Facebook have become a go-to source for job seekers to find opportunities and connect with recruiters and hiring managers. However, the use of social media in job searches also poses potential risks, such as scam job adverts. Scammers may use fake job ads to collect personal information or money from job seekers. It is important to understand the attitudes of job seekers towards using social media and their awareness of scam job adverts to better understand the potential risks and benefits of using social media in job search. This knowledge can help job seekers make informed decisions about how they use social media in their job search and can also inform the development of strategies to protect job seekers from scam job adverts. Additionally, employers and social media platforms can benefit from this information by understanding the potential risks and benefits of using social media in recruitment and developing strategies to screen job adverts better and protect job seekers. The main objective of this study is to examine the attitudes of New Zealand job seekers toward using social media and their awareness of scam job adverts. The study will focus on the different aspects of social media usage in job search such as the frequency of using social media for job search, confidence in distinguishing between legitimate and scam job adverts, importance of social media in job search, and experiences with scam job adverts. Additionally, it will also look at the job seekers' perception of their privacy, the relevance of job opportunities found on social media, the competition for job opportunities found on social media, the speed of response from potential employers when applying for job opportunities on social media and the overall experience of using social media for job search. The results of this study will provide valuable insights for job seekers, employers, and social media platforms to better understand the potential risks and benefits of using social media in job search and to develop strategies to protect job seekers from scam job adverts. Additionally, employers and social media platforms can also benefit from this information by understanding the potential risks and benefits of using social	February 2023

	media in the recruitment process and developing strategies to better screen job adverts and protect job seekers. A quantitative study using a questionnaire will be developed and distributed to a sample of job seekers. The questionnaire will include questions about the frequency of using social media for job searches, confidence in distinguishing between legitimate and scam job adverts, the importance of social media in job searches, and experiences with scam job adverts. The data collected will be analysed to determine the attitudes of job seekers toward using social media and their awareness of scam job adverts. Research Questions 1. What is the frequency of job seekers using social media for job search? 2. How confident are job seekers in distinguishing between legitimate and scam job adverts on social media? 3. How important do job seekers consider social media to be in their job search? 4. How do job seekers feel about the privacy of their personal and professional information when using social media for job search? 5. How do job seekers rate their overall experience of using social media for job search?	
Dr Zarqa Shaheen	Customers' behavioral responses towards COVID-19 health protocols and purchasing intentions in New Zealand food retailing Abstract Companies around the world are concerned about the uncertain economic conditions that have arisen in countries attempting to combat the worldwide COVID-19 pandemic. In such situations, researchers are driven to investigate whether changes can be made to how retailers manage this condition. This study aimed to investigate the health precautions of COVID-19 and determine how these precautions affect consumers' attitudes regarding shopping in the retail environment. The questionnaire focused on individuals who purchased items at retail stores during the pandemic in New Zealand. This research was conducted by using Google Forms to conduct an online survey. The total sample size for this study was 386 respondents. The Likert scale (a 6-point scale) was used to collect data from the respondents. SPSS software was used to perform the statistical analyses of t-tests and regression analysis. According to the study results, health precautions taken by stores positively impact the likelihood of shoppers buying items from them. The results suggest that psychological comfort is a factor mediating the interrelationship between health precautions taken by stores and the likelihood of a purchase by consumers.	March 2023

Dr Dayal
Talukder

An Analysis of the Monetary Policy on Inflation and Unemployment in New Zealand

Abstract

The Reserve Bank of New Zealand (RBNZ) is responsible for the formulation and implementation of monetary policy in NZ. This study has investigated the impact of monetary policy on inflation, unemployment and economic growth in NZ. It has used secondary data for a period of recent 25 years with a view to analysing the effectiveness of monetary policy in achieving the targeted low inflation rate between 1 and 3 per cent as well as keeping low unemployment rates in the economy. The study found that the RBNZ effectively used monetary policy tools to control the inflation rates at the targeted levels. Inflation and unemployment have historically inverse relationships. Similarly, the relationship between unemployment and economic growth is negative. However, findings suggest that both inflation and unemployment rates were low over the periods; and economic growth was also steady. This study argues that the government's other macroeconomic policies (including fiscal policy) are critical to achieving three main macroeconomic goals of low inflation, low unemployment and positive economic growth. The findings of this study may be of interest to researchers, academics and policymakers

These sessions help boost ICL's research culture. They allow for discussing possible collaborative projects and exploring research topics from previous recommendations.



Dr Dayal at an ICL research seminar

Professional Development

As part of professional development, staff members attended and facilitated short training sessions conducted by ICL Graduate Business School and other professional organizations.

Ewen Mackenzie-Bowie, the Chairman of ICL Education Group, was invited by The Royal Society of New Zealand Te Apārangi to a consultation meeting at AUT on 5th April on the future direction of the Society: how it should look in 2040 on the bicentenary of the Treaty.

The consultation included the society's role enabled by the Act, its culture and values, the needs of fellows and members, and the Society's relevance and impact, all underwritten by the scope and focus of the review and a commitment to biculturalism.

His main input was that Society had a duty to safeguard the endangered species of Arts and Humanities, which are progressively being cut from the universities because of budgetary demands.

Churchill said "The farther backward you can look, the farther forward you can see." Māori say "Ka mua ka muri": walking backwards into the future.

Dr Maria Concepcion V. Umali, ICLGBS Lecturer, attended the following webinars sessions organised by different reputed organisations from January to April 2023:

- Keys to Creating Alignment Throughout Your Organisation
- The BIPOC Leadership Experience
- How to code, analyse and visualise qualitative information about causal connections with Causal Map
- Invisible Tears: An Exploration of Non-Death Related Losses for Children and Young People in OOHC
- ACTing Together: Social Work, Psychology and Contextual Behaviour Science for Supporting Children, Teens and Families
- Preserving Mental Health in Children and Adolescents Living with Chronic Illness Through a Type 1 Diabetes Lens
- Early Identification and Support for Children with Foetal Alcohol Spectrum Disorder (FASD)
- Introduction to Psychoneuroimmunology: Mind-Body Science
- Trauma Informed Practice for Young People with Complex Support Needs

- Advanced Supervision Program for Mental Health Sector
- Preventing Burnout: Best Practices During Uncertainty
- Analyzing Published Literature Across Paradigms and Disciplines

Michèle E.M. Akoorie, ICLGBS research professor, also attended several seminars from March to April 2023:

- Narula, R. & Foster-Pedley, J. (Co-Hosts). Dunning Africa Centre (DAC) at Henley Business School Africa. Learning from Ghana's Economic Crisis: A Business Perspective.
- Sven Horak, (presenter, St. John's University, US). Informal Networks Research in International HRM. IHRM Webinar.
- Moonsear, I.A., Delios, A., Zhang-Zhang, Y. Y., Perketo, A. & Leisch, P. A Global Perspective on DEI in IB Education. (Presenters & Schmitz, M. Moderator).
- Narula, R. & Foster-Pedley, J. (Presenters) hosted by the Dunning Africa Centre (DAC) at Henley Business School Africa. Fintech in Africa: Opportunities & Challenges.
- Ahmet Kirca (Director, Michigan State University CIBER) and David Griffith (Associate Research Director, Texas A&M University CIBER). (Co-hosts). Research Spotlight Series: Global Marketing in a Digitally Connected World.

Dr Syed Jamali, Programme Manager (Postgraduate) and Senior Lecturer attended a Webinar titled "Principles of quality teaching and school leadership" organised by The Education Hub on April 26, 2023. Professor Rob Coe, Director of Research and Development at Evidence-Based Education and Senior Associate at the Education Endowment Foundation, discussed his work developing the Great Teaching Toolkit, which seeks to raise the quality of teaching and leadership at schools by providing an evidence-based curriculum for teacher learning and tools and instruments to provide feedback for professional development over time.

ICL Graduate Business School organised a professional development session on ChatGPT and similar generative AI tools for the staff on March 15, 2023. Professor Chris Moore from Massey University facilitated the session. He led a high-level

brainstorming session concerning the following main topics:

- Are current practices and policies fit for purpose to deal with AI-enabled ghostwriting?
- Can AI-enabled technology be integrated into the classroom to enhance learning, and if so, how?

ICL'S EXPERTISE IN THE INTERNATIONAL ARENA

Australia and New Zealand International Business Academy (ANZIBA) Conference, 15-17 February 2023, Deakin University, Melbourne, Australia

Dr Zarqa Shaheen, ICL GBS Senior Lecturer, presented a research paper titled "Customers' behavioral responses towards COVID-19 health protocols and purchasing intentions in New Zealand food retailing" at the 2023 Annual ANZIBA Conference organised by Deakin University Melbourne, Australia. It was a joint research paper with Michele Akoorie, ICL Research Professor, and Uthpala Madhuwanthi Ranasinghe, ICL Graduate.

The aim of this study was to investigate the health precautions of COVID-19 and to determine how these precautions affect consumers' attitudes regarding shopping in the retail environment. The questionnaire focused on individuals who purchased items at retail stores during the pandemic in New Zealand. This research was conducted by using Google Forms to conduct an online survey. The total sample size for this study was 386 respondents. For the purpose of collecting data from the respondents, the Likert scale (a 6-point scale) was used. In addition to independent t-tests and regression analysis, SPSS software was used to perform the statistical analyses.

According to the results of the study, health precautions taken by stores have a positive impact on the likelihood of shoppers buying items from them. The results suggest that psychological comfort is a factor mediating the interrelationship between health precautions taken by stores and the likelihood of a purchase by consumers.

Congratulations Zarqa, Michele and Uthpala

The 3rd Southeast Asian Conference on Education, 10-13 February 2023, Singapore

Dr Syed Jamali presented his "Inquisition of Teaching Philosophy" research paper at The Southeast Asian

Conference on Education in Singapore. He also chaired the "Teaching Experience, Pedagogy, Practice and Praxis" session. This conference was held in partnership with Singapore Management University (SMU) and the IAFOR Research Centre at the Osaka School of International Public Policy (OSIPP) at Osaka University, Japan. Jamali's study investigated the underlying factors that reflect one's teaching philosophy. Participants were academics from different countries and members of ResearchGate, an academic site for scientists and researchers to disseminate and share their research articles and the academic staff of a tertiary institute in New Zealand. Data were collected from shared papers, asked and answered questions, comments and workshops on this research area and the relevant journal articles. A thematic analysis methodology was used to determine the core areas academics consider in their teaching philosophy. Results indicate that personal values as educators, the directives of work, management and prioritising of pedagogical strategies, equity, and a supportive environment all culminate as relevant aspects considered for an effective teacher's philosophy. Furthermore, knowledge-sharing information is the most substantial factor that impacts a personal teaching philosophy.



Dr Jamali at the conference

Research Projects Undertaken by Master of Business Informatics (MBI) and Master of Management (MM) Students

MM Cohort 23 (October– December 2022) and MBI Cohort 24 (October – December 2022) have finished their final Applied Project Reports of 15,000-20,000 words under their supervisors. These research projects have been completed and submitted on time. In addition, the students have investigated some exciting and relevant areas:

Researcher	Topic	Supervisor
Kamlesh Kuniyal	The impact of the relationship between workplace resources and job satisfaction on supermarket workers' work-life balance during COVID-19	Dr Syed Jamali
Ramandeep Kaur	Customer satisfaction using social media and online apps of Gyms during Covid-19 in New Zealand	Dr Zarqa Shaheen
Payal Patel	Analysing student's perspectives and preferences about online classes vs face-to-face classes and COVID-19	Dr Michele Akoorie
Vinisha Jakhwal	Patients' telecommunication acceptance of its challenges during the Covid-19 pandemic in New Zealand and its impact on the health Industry.	Dr Zarqa Shaheen

Publications

- Ali, Z. S. (2023). Media and non-media sources for disaster risk reduction. *Online Journal of Communication and Media Technologies*. 13(3), e202322
- Ali, Z. S. (2023). Perception of women about the socio-economic impact of climate change. *International Journal of Energy, Environment, and Economics*. 29 (23)
- Ali, Z. S. & Deswal, J. (2023). Use of social media for seeking information about COVID-19 and people's preventive behaviour: Managing the pandemic in Aotearoa, New Zealand. *Connectist: Istanbul University Journal of Communication Sciences*.

Editor: Dr Syed Jamali