



GRADUATE BUSINESS SCHOOL

RESEARCH OUTLOOK

Issue 33 – December 2019

Research Outlook

Message from the Chairman

For ICL 2018 was the year of the EERs, with four Category One triumphs, and 2019 has been the year of monitoring and moderation. While our record is not perfect, our external moderation reports across the schools in 2018 have been very positive. We achieved very good results in NZCEL and NZDB, the ECE programmes were one of only a handful across the country that met NZQA consistency requirements, and we had a very good PG monitoring visit last month and the draft report is excellent, with no requirements. This has been a great year for our schools. Numbers are up in the Graduate Business School by 33% compared with 2018 and the language schools are overall up by over 20%. The main areas of growth have been in the NZDB, which has grown from 68 to 191, because of competitor school collapses and lack of confidence in those remaining, and NZCEL, which has grown from 15 to over 70. The language schools have further benefited from new PTE exam preparation courses and our approval to offer TOEFL and LanguageCert. And we expect to be among the first cohort of English New Zealand members to have our university pathway assessments approved early next year.



Whether in academic or language delivery, valid and rigorous assessment is increasingly the focus of both market and government agency.

Growth in numbers and increases in compliance demands and new programme development mean that our staff are under more pressure, and I would like to salute their commitment and ongoing efforts to maintain quality. More than ever, ICL schools are seen by market and government as safe destinations, and we have worked very hard for twelve years to reach this position, most of the time fighting against unfair competition.

Our successes are always a team effort: thank you to the sales team who have had their best year yet, to the admin and support teams who have brought in and refined systems and procedures, and the academic staff for their ongoing commitment to quality and integrity.

Happy Christmas and a Good New Year to everyone!

Ewen Mackenzie-Bowie, Chairman

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Welcome to our Summer 2019-2020 research update!

It has been a busy time for the Master of Business Informatics (MBI) degree since the last newsletter. On 26-27 November 2019, Professor Chris Moore (NZQA Monitor) spent a day and a half on campus with a focus on the MBI. This was the first NZQA Monitoring visit for our master's programme. Professor Moore talked to a wide range of MBI stakeholders (students, graduates, staff in all areas, external advisers) about how the degree is performing in terms of delivering on the graduate outcomes. His verbal feedback was very positive; the draft report received a week before Christmas is full of good ideas and advice.

In preparing for the Monitoring visit, we assembled data showing that, to date, the MBI degree has had 27 graduates, and 77 students are currently studying - over one hundred students to date. In the Postgraduate Diploma in Business Informatics (PGDI) nested within the MBI, 15 have graduated and 24 are currently studying. One of the first group of MBI graduates, Luis Felipe Barrera, has just secured a full-time position at Deloitte as a Senior Consultant in their Consulting team. This is an outstanding opportunity for Luis and a reflection of his experience, skills and attitude – and his studies!

MBI research students in the first four “cohorts” have investigated some interesting and relevant areas:

TOPIC	STUDENT
The Value of E-Learning to Chinese Adult English Learners	Chen Chen
Horticulture with Blockchain Technology	Ngoc Luyen Pham
Anatomization of the Security Concerns of IoT Architecture	Beryl Thomas Oomen
E-Service Quality and Its Impact on Customer Satisfaction in Vietnam's Online Shopping Industry	Nguyen Quynh Nhu
Awareness and Intention in Using Chatbot-based Solutions by Information Technology Students	Luis Felipe Barrera Estrada
The Critical Success Factors for Agile Software Development in New Zealand	Hui Du (Hubert)
An Analytical Study of China and Hong Kong Stock Markets Efficiency	Zihui Xiao (Peter)
The Impact of Digital Restaurant Menus on Customer Satisfaction In NZ	Linlin Shi (Linda)
An investigation of the impact of WeChat on Chinese traveler's hotel choice decision in NZ	Lyu, Xinshan
An Investigation of Online Customer Trust in the Context of the General Data Protection Regulation (GDPR)	Jingjing
Characteristics of WeChat which may influence Chinese students' decision about studying in NZ	Yang Hu
Disrupting the Legal System with AI-Robots: DONOTPAY and ROSS	Yonghee Lee
Critical Success Factors for Evaluating and Ranking the Performance of Banks in the United States	Siwei Chen
Improving Banking Services for Blind and Visually Impaired Using Internet of Things	Ning Wang
The innovations of MINGSHI Asset Management Company based blockchain	Yu Wang
The Effectiveness of Google Advertising on Business Performance of VAST Print	Nian Zhang
Using online content analysis to examine customer satisfaction in the case of Air NZ	Zhen Tian
What is the impact of the Artificial Intelligence on Cruises Industry?	Gang Du
The Impact of Electronic Word of Mouth on Consumer's Purchase Intention: NZ Café Industry	Hao Liang Cai
The Effect of WeChat on Online Purchase Intention: Fast Moving Consumer Goods (FMCG) in NZ	Zhenye Qiu
The Role of Advertising in Marketing in Chinese Supermarket in New Zealand	Liping Gao
Job-hunting via social media in New Zealand	Guan Qun Zhu
Adoption Intention to Mobile Payment: A Survey of College Students in New Zealand	Jingwen Liao
Impact of Smartphone on Business and Technology	Hong Zhao
The impact of digital communication on the efficiency of property management.	Bufan Mao
Analysing online reviews to investigate customer satisfaction for Chinese restaurants in NZ.	Yuan Li
Factors influencing online sales in New Zealand: a case study of Trademe.	Xiaofeng Shi
Improving sales of fast fashion brands using experiential marketing.	Yi fang Chang
Customer satisfaction and online reviews on Apex car rental company in NZ: a case study.	Yu Chen

One of the very good outcomes of the MBI student research programme is that it has initiated some useful collaboration between students and their academic supervisors. This has led to a collaborative conference paper presented by a lecturer on behalf of himself and three MBI students, an MBI student conference presentation, and a journal article written by an MBI graduate with her supervisors, based on her Applied Project research. Based on feedback obtained from different stakeholders through the NZQA Monitoring process, we plan to increase this student-staff collaboration because it is good for ICL’s research culture and should increase research outputs overall. Also based on reflections arising from the monitoring visit, we plan to provide MBI students with a “set” list of research topics, rather than allowing them free choice. This will help create more natural supervision arrangements because the list can comprise topics aligning with staff research. It will also guide students toward more achievable projects, given that the available time is limited to one 16-week trimester.

These improvements are among many others that we are now better able to identify about the place and importance of Masters-level student research at ICL, after about two years of MBI delivery and the recent monitoring process. During these latter months of 2019, the connection between postgraduate research supervision, staff research and the need to build the volume of research outputs is becoming much clearer.

Ngā mihi nui
Associate Professor Jocelyn Williams



ICL Research Seminars

Research active staff and those with interest in research regularly gather at seminars. There have been three sessions from October to December. More research sharing sessions are scheduled for the year 2020.

Presenter	Topic	Date
Dr Syed Jamali	<p>Determining Gaps between Expectations and Reality when Studying Overseas: Graduate Diploma Students in a Private Training Establishment (PTE) in New Zealand</p> <p>Abstract</p> <p>The aim of this research was to explore the gap between the initial expectations of students and the reality of studying overseas. Many countries, including New Zealand, have become important destinations for international students in recent years. When deciding to study in foreign countries, students are influenced by a number of factors in destination countries including the reputation of educational institutions, living costs, fees, whether the country is easy to enter or not, the possibility of immigration, job opportunities, security and life style. Therefore, this study investigates foreign students’ expectations compared with the reality of studying in New Zealand, in order to understand their views and motivations in studying in the country. Graduate diploma students from one Private Training Establishment (PTE) have been investigated as a case study. The study applied a mixed-method research approach – a combination of the elements of both quantitative and qualitative analysis. A questionnaire technique was applied to collect primary data. The findings reveal that international students choose New Zealand as a destination because they believe that the country has a safe and peaceful environment, a high possibility of permanent residency after study, and a well-reputed education system. They generally experience difficulty in finding a job, which contradicts their prior expectations. They find that study is harder than in their home countries because of the language barrier, cultural differences and a different education system. They suggest that the school should provide support to help them find a job and should provide an internship programme.</p>	22 nd October 2019

<p>Tahera Afrin</p>	<p style="text-align: center;">Desires and doubts on cultural diversity: A study from Aotearoa New Zealand</p> <p style="text-align: center;">Abstract</p> <p>The original research project of this study was aimed to find out the components of culture and their impacts on ako (teaching-learning) within the early childhood teacher education programmes. Ethics Approval was obtained from AUT Ethics Committee. Under a socio-cultural theoretical framework, twelve lecturers from three Tertiary Education Organisations (TEOs) were interviewed. Three cohorts of student teachers from the same TEOs participated in focus groups. Using manual thematic coding, nine broad areas of cultural components were identified. These were bicultural contexts of Aotearoa, ethnicities and multi-culturalism, individual identities, cross-cultural interactions, comfort zone, female majority, socio-economic struggles, spirituality and technology. A recently developed framework for cultural sustainability (Soini and Dessein, 2016) were applied to these areas. Some of these components were identified as more inert and less dynamic, while the rest were recognised at the other end of the framework. The data and the principle findings were contextual to Aotearoa New Zealand. However, the discussion considered the overall global trends in relation to education.</p>	<p>31st October 2019</p>
<p>Dr Dayal Talukder</p>	<p style="text-align: center;">NZ-UK Trade Relations: Opportunities and Challenges for NZ</p> <p style="text-align: center;">Abstract</p> <p>This study has investigated the prospects of NZ future trade expansion with the UK in the post-Brexit era. Using secondary data, the study has applied a quantitative research method and has calculated conventional trade measures such as commodity composition of trade, bilateral trade shares, direction of trade, specialisation, competitiveness and complementarities in trade between two countries over the period between 2000 and 2017. It has also applied a regression model to estimate the impact of UK’s imports from NZ on the growth of NZ GDP. Findings have indicated that a future free trade agreement may bring about more trade diversion than trade creation for NZ, leading to more gains for the UK (large country) and less gain for NZ (small country). The demand for imports and supply of exports for both countries were not complements but competitive to each other. Although UK’s imports from NZ may have a positive impact on the growth of NZ GDP, the prospects of future trade expansion with UK would be a challenging effort for NZ due to lack of complementarities between NZ’s exports and UK’s imports. This study argues that the NZ government should explore opportunities for trade expansion with alternative trading partners, not with UK.</p>	<p>28th November 2019</p>



Dr Dayal presenting his research paper at the ICL research seminar in November

These sessions help boost ICL’s research culture. They provide an opportunity to discuss possible collaborative projects and explore research topics arising from the recommendations of previous researches.

Professional Development

As part of professional development, the staff members attended a series of short training sessions, and workshops. The ICL academic team comprising Dr. Jocelyn, Alanah Malkani, Robin Champion, Jega Balachandra, Diep Ly, Dr. Sanjeev Acharya, Stanley Proctor, Tene Kingi attended a one-day monitoring and assessment workshop on Friday 8th November, 2019. This workshop was a programme-specific workshop for tertiary education organisations accredited to deliver the New Zealand Diploma in Business (Level 5 and 6) programmes. The purpose of these workshops was to:

- discuss good assessment practice for programme delivery for Level 5 and 6 Business
- discuss the design of assessment resources with colleagues and the facilitators
- Increase the understanding and capability building of internal moderation.

This workshop provided an opportunity to gain resources around assessment and moderation best practice for continuous improvement. The staff came away with the confidence that the practices adopted at ICL are in keeping with these best practices as suggested by NZQA at the workshop.

ICLGBS, NZDB level 5 and level 6 programmes in collaboration with Elite Management School (EMS) Wellington organised a one-day assessment and moderation day on 6th December, 2019 at ICL campus Auckland.



Assessment and moderation day

The purpose of this exercise was to collaborate and discuss developments over the delivery, assessment design, consistency and moderation of NZDB papers for the year 2019.

- The participants included Carey Teng (Founder and Director-EMS); Maria Eda Arado (Quality Coordinator-EMS); Dr Jocelyn Williams (Academic Director-ICLGBS); Alanah Malkani (Programme Coordinator L5 & L6 ICLGBS); Craig Rhodes (Programme Coordinator L7 & L8); Gustavo Fernandez (Programme Quality); Robin Champion (Academic Adviser); members of our teaching team Jega Balachandra; Diep Ly & Lourdes Buenbrazo.

The day involved productive discussions and concluded with both organizations concluding that practices have been similar in terms of delivery and moderation for the NZDB level 5 and 6.

Yu Chen, a graduate from ICL Graduate Business School and Dr Maria Umali, ICL Business lecturer/research supervisor, presented their research paper titled "Customer Satisfaction and Online Reviews of New Zealand Car Rental Industry: Harnessing Digital



Dr Maria Umali and Yu Chen

Disruption Towards Innovation" at the first New Zealand Conference on Business and Technology at the Victory Convention Centre on November 6 & 7, 2019 on the theme: Technological Disruption and Innovation. This conference is a convergence of business, industry, education and government sectors.

Geetha Ramalingam, IELTS preparation teacher, presented her research paper titled “How Are You Smart? Motivating Learners By Identifying Their Multiple Intelligences” at the English New Zealand Conference 2019, 22nd and 23rd November in Auckland. Her study provides educators with an insight into preparing lesson designs by utilizing the ‘Multiple Intelligences Toolbox’ created by Dr Howard Gardner.

Ewen Mackenzie-Bowie presented a paper “RAPping made easy – a beginner’s guide to Research And Publishing” at the same conference. Ewen’s objective was to take the mystery out of Research and Publishing and to encourage delegates not to get hung up on perceived difficulties such as structure, formatting and referencing.

ICL EXPERTISE IN THE INTERNATIONAL ARENA

30th Australasian Conference on Information Systems in Perth, Australia

Eghbal Ghazizadeh, ICL Business lecturer, presented a research paper titled “IT Service Management and Incident Management: Literature Review and a Case Study” at the Australasian Conference on Information Systems, 9-11 December 2019. It was a joint research paper with his students Moonjee Jeong, Juan Pablo Angel, and Yehan Que.

A systematic literature review was conducted to understand the state of the current research in contemporary technology, especially cloud computing, automation, and machine learning. The review indicated that the focus of the existing research is skewed towards the innovative trend of the ITIL process using modern technologies.



Eghbal at the conference

To demonstrate the findings from the literature, the researchers adopted the case study method based on ITSM theory. Despite the current limitations, they found that most of the companies demonstrate more interest and enthusiasm for IT innovative technologies when it comes to ITIL implementation and ITIL service operation. *Congratulations Eghbal and his students*

Asian Conference on Education, 31st October - 3rd November 2019 in Tokyo, Japan

Dr Syed Jamali presented a research paper at the Asian Conference on Education. The title of his research paper is “Determining Gaps between Expectations and Reality when Studying Overseas: Graduate Diploma Students in a Private Training Establishment (PTE) in New Zealand”. It is a joint research with his colleague Dr Dayal.

The study investigates foreign students’ expectations compared with the reality of studying in New Zealand, in order to understand their views and motivations in studying in the country. Graduate diploma students from one Private Training Establishment (PTE) have been investigated as a case study. This research paper has been submitted to publish at the International Academic Forum (IAFOR) Journal of Education.



Jamali at the conference

Congratulations Jamali and Dayal

Publications

Books and Journal Articles:

- Peiris, I., Akoorie, M. and Sinha, P., Entrepreneurial opportunities and the role of contextual embeddedness, in Research Handbook on Entrepreneurship in Emerging Economies: A Contextualized Approach, Sinha, P., Gibb, J., Akoorie, M. and Scott, J. (eds.), Edward Elgar: Cheltenham (in press).
- Scott-Kennel, J., Yin, Haolin and Akoorie, M. (2019). Innovation through Linkage, Leverage, and Learning: The Case of Monk Fruit Corporation, International Studies of Management and Organization, DOI: 10.1080/00208825.2019.1608399
- Sinha, P., Gibb, J., Akoorie, M. and Scott, J. (eds.). Research Handbook on Entrepreneurship in Emerging Economies: A Contextualized Approach, Edward Elgar: Cheltenham (in press).
- Sinha, P., Gibb, J., Akoorie, M. and Scott, J. Why Entrepreneurship Failed to Take Root in 'Developing Countries': The Case of Colonial Africa (1952-1972) in Bowden, B., McMurray, A., Muldoon, J. and Gould, A.M. (eds.), The Palgrave Handbook of Management History, Palgrave Macmillan: Basingstoke. (Forthcoming).