

# Research Outlook

## Message from the Chairman

The curse, “May you live in interesting times,” is reputed to have origins in China, but in fact seems to have come from Joseph Chamberlain, a significant British politician of the late 19<sup>th</sup> century, whose most notorious achievements were splitting both major political parties (on separate occasions!) But here we are, in what must be the most interesting times in most of our memories.



Our language students are reducing by the week: we closed the Napier campus of New Horizon College in May and the Auckland campus is in “hibernation”, a state we believe many other quality language schools will be heading for over the next few months. Bridge International College will be fine, as there are still onshore students looking for academic pathways, and Auckland English Academy will be fine for some time to come, by virtue of its sheer scale. But there will be redundancies at the beginning of July.

The Graduate Business School is in better shape, as the logistics of scale, course duration and onshore pathways feeding in, collude to maintaining numbers. Even with a downward trend, at over 460 current students we have more than we averaged for most of 2019, but we nonetheless must tighten our belts. While Research is an obvious target for economy we remain committed, and this newsletter certainly testifies to a high level of activity across many of our staff.

We are saying farewell to Associate Professor Dr Jocelyn Williams, who has led the Graduate Business School for three years during a major transformative period. Under her careful and professional guidance we have grown from a well-intentioned embryonic dabbler in postgraduate programme delivery and eclectic research, into what can justly stand with pride as a boutique university-level provider, underwritten by focused, discipline-led research. We warmly thank Jocelyn, and wish her good luck in her new venture at MIT. We hope to welcome her back over the next weeks to help us through the Master of Management approval process.

I hope everyone keeps safe during these testing times.

***Ewen Mackenzie-Bowie, Chairman***

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## ICL Research Seminars

Research active staff and those with interest in research regularly gather at seminars. There have been five sessions from January to May. More research sharing sessions are scheduled for the rest of the 2020 year.

Presenter	Topic	Date
Rashmi Kotin	<p align="center"><b>Alliance and Acquisition Management of Indian MNEs and Performance Outcomes: A Dynamic Capability Perspective</b></p> <p align="center"><b>Abstract</b></p> <p>This research study develops a dynamic capability perspective to view alliance and acquisition capability management of Indian multinational enterprises (MNEs) and their performance outcomes. It first reviews the theory of emerging multinational enterprises (EMNEs), the resource-based view (RBV) and the seminal work of dynamic capabilities, a key framework in strategy management of international business. The growing scholarly work of explaining firm performance through the dynamic capability perspective has motivated the development of this research. This study has modelled a conceptual and empirical framework to link EMNEs' dynamic capabilities to firm outcomes. This research analyzed 217 Indian EMNEs to measure specific outcomes of value generation and firm performance as critical dimensions of alliance and acquisition management capability. Empirical findings to test the hypotheses, in this research suggest that dynamic capabilities do have a positive effect on firm performance and they generate value to build strong competitive advantages. A theoretical contribution combining both the disciplines of Physics and International business – 'scattered practices of dynamic capabilities' has also been developed and explained further in the discussion. The implications for theoretical contributing, its research and testing and future research are discussed.</p>	15 <sup>th</sup> Jan 2020
Meripa Toso	<p align="center"><b>What is Spirituality in Mentoring: A Quest for Leadership?</b></p> <p align="center"><b>Abstract</b></p> <p>This paper explores spirituality of the Va in mentoring: a quest for leadership as tautua/service from a Samoan perspective. Mentoring is a vast system that has been researched predominantly from a western perspective to be ways of support. Tautua is a multifaceted concept utilised within pravada/lived experiences of Samoa teachers within their learning and teaching practices. Three questions arise from this qualitative, interpretivist research: what is spirituality of the Va in mentoring? How is important is the va in children's, faaaogas'/teachers, and members of communities lives? What is tautua/leadership within the context of Early Childhood Education in Samoa and Aotearoa New Zealand? The methodology utilised was talanoa/informal conversations. The chronotope was employed as an optic for understanding the Va. The dialogic theory was summoned in order to make sense of the data in ways that allowed rich exploration of participant subjectivities on the topic and of how spirituality is an important aspect of mentoring developing into effective tautua/leadership. Participants were teachers in Aotearoa New Zealand, teachers in Samoa and elders. Findings outlined that spirituality is an important concept for understanding ways that many Samoan children and adults relate to one another, is a cross-cultural phenomenon across the Pacific. It's expression varies between and within cultures (McDonald, 2004, Toso, 2011, 2013, 2018). Further research needs consideration to ascertain what this may mean for initial teacher education programmes.</p>	12 <sup>th</sup> Feb 2020

<p>Dr Bo Lin, Lyu Xinshan and Dr Jocelyn Williams</p>	<p style="text-align: center;"><b>The Effect of WeChat on the Chinese Traveller's Hotel Choice Decision Making</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>With the rapid development of digitalization in hospitality, social media shows a powerful role in shaping customers' hotel decision-journey by influencing their behaviours of searching, selecting, and booking hotels. Therefore, hoteliers need to better understand customers' attitudes towards using social media to seek hotel information. WeChat, the most successful social media in China, has achieved over 970 million users all over the world. To understand how WeChat influences Chinese hotel customers' behaviour in the way of seeking hotel information is crucially important for international hotel groups for strengthening the customer brand loyalty and obtaining long-term development by deeply excavating WeChat' effects in the online marketing activities. The Hotel Consumer Decision-Journey through Social Media model (HCDJTSM) was created by Varkaris and Neuhofer (2017), and explores hotel customer's attitude and intention in the hotel decision-journey, especially, in-depth investigate the 'Evaluation Stage' among the entire hotel decision-journey. However, in the processing of the HCDJTSM model, WeChat has not been investigated. The purpose of this research is to test the HCDJTSM model, to be precise, to justify whether the HCDJTSM model's the applicability applies to WeChat by analysing the behaviours and opinions of Chinese hotel customers in the 'evaluation stage' within their hotel decision-journey. A quantitative research by using designed questionnaire has been adopted. The findings indicate that the HCDJTSM model doesn't adequately apply to WeChat. However, this research makes a theoretical contribution by proposing a new model 'Chinese Hotel Customer Decision-Journey through WeChat' by revising the HCDJTSM model.</p>	<p>11<sup>th</sup> March 2020</p>
<p>Dr. Abid Shazad</p>	<p style="text-align: center;"><b>A Vulnerability Prediction and Risk Assessment Process for the Open Source Xen Hypervisor</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This paper presents a vulnerability prediction and risk assessment process developed with the open source Xen hypervisor. Xen provides a very large installation base in leading data centres worldwide. The vulnerability prediction process predicts the number of unknown vulnerabilities. The process allows organizations to identify and quantify risks they could face after moving their critical services to cloud virtual infrastructure. Organizations can determine the adequacy of their security controls to eliminate or reduce risks to Xen by considering the security control recommendations provided in this paper. This process will be quite useful for the organizations that are planning to use Xen as their core hypervisor for a private cloud. The process is evaluated by applying it to Apache HTTP and Squid Proxy servers to demonstrate the generalizability and applicability of the process to open source software packages. Design science research is used as the main methodology for this research.</p>	<p>17<sup>th</sup> April 2020</p>

<p>Dr Randeep Randhawa</p>	<p align="center"><b>Influence of Cognitive Styles and Personality Factors on the Academic Achievement of Adolescents</b></p> <p align="center"><b>Abstract</b></p> <p>This study examined the influence of Cognitive Styles (CS), Personality factors (PF) with Academic Achievement (AA) of adolescent students. The sample is of 1246 students of year 10+1 (585 males, 661 females) from different rural (674), urban (572), govt. (397), aided (434) and private (415) senior secondary schools of Amritsar district (Punjab, India) affiliated to P.S.E.B, Mohali. For collecting data Cattell’s Jr. Sr, H.S.P.Q. prepared by Dr. R.B. Cattell and Mary D. L. Cattell; Cognitive style Inventory developed by Dr. Praveen Kumar Jha and scores in final examination (Year 10) was taken as AA of the students were used. Results of Analysis of Variance revealed that adolescents having different levels of cognitive style possessed different levels of academic achievement; Personality factors A (Reserved/Warmhearted), C (Affected by feelings/Emotionally Stable), D (Undemonstrative/Excitable), E (Obedient/Assertive), F (Sober/Enthusiastic), G (Disregards rules/Conscientious), I (Tough Minded/Tender minded), J (Zestful/Circumspect individualism), O (Self Assured/Apprehensive), Q2 (Socially group dependent/self-sufficient), Q3 (Uncontrolled/Controlled) and Q4 (Relaxed/Tense) did not influence the academic achievement of adolescents, whereas personality factor B(Less Intelligent/More Intelligent) and H(Shy/Adventurous) influenced the academic achievement of adolescents.</p>	<p>6<sup>th</sup> May 2020</p>
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*Meripa presenting her research paper at an ICL research seminar*

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.

## ICL EXPERTISE IN THE INTERNATIONAL ARENA

### **PACIS 2020: Pacific Asia Conference on Information Systems, 20<sup>th</sup> – 24<sup>th</sup> June 2020 in Dubai, United Arab Emirates**

Dr Abid Shazad, ICL Business lecturer, presented a research paper titled **“A Vulnerability Prediction and Risk Assessment Process for the Open Source Xen Hypervisor”** at 24th Pacific Asia Conference on Information Systems (PACIS), June 2020. It was a joint research paper with Alan Litchfield at AUT. This paper presents a vulnerability prediction and risk assessment process developed with the open source Xen hypervisor.

*Congratulations Abid and Alan!*

### **Dr. Maria V. Umali to speak at the IFSW 2020 World Conference in Calgary, Canada**

ICL Graduate Business School Lecturer, Dr. Maria Concepcion V. Umali is invited to present her three research papers on Sustainability on July 15-19, 2020 in Calgary, Canada. The 2020 to 2030 Social Work Agenda: Co-Building Social Transformation is the title of this conference. Dr. Umali’s research papers will be featured in two concurrent sessions and a panel discussion.

**“Reimagining and optimizing social work practices for global competitiveness and sustainable future goals”** will be presented in a panel discussion while her second research paper entitled **“Cultural Sustainability in Business Education: the Aotearoa New Zealand Experience”** will be presented in a concurrent session under the theme Sustainable Goals. Her third research paper on **“Ensuring a sustainable social work practice through self-care training of social workers”** will be presented in another concurrent session under the

theme: Integration between Education, Research and Practice.

These three research papers were originally accepted in the Joint World Conference on Social Work, Education and Social Development (SWSD2020), organized by the International Federation of Social Work (IFSW) and the Faculty of Social Work, University of Calgary. This conference was meant to be a global conversation that will set the priorities for the next ten years. Social workers, civil society leaders, political leaders and representatives of communities throughout the world all supported this vision and planned to come to Calgary, Canada for this purpose. Unfortunately, due to the unprecedented COVID19 global crisis, a critical decision point to cancel SWSD 2020 was reached to ensure safety of everyone.

However, true to the values of inclusion, diversity and full participation, IFSW president, members and partner organizations decided to continue with a virtual 2020 conference with the title **“Co-building social transformation”** This refers to our work with families, communities, mass social movements, nations and globally as we play our part in transforming the world into a place of inclusion, equality and sustainability where all people experience dignity.

*Congratulations Maria!*

### **2020 ATRS World Conference in Sydney, Australia**

ICL Graduate Business School Lecturer, Dr Bo Lin’s research paper titled **“The Impact of Digital Transformation on Airlines Company”** has been accepted for presentation at the 24<sup>th</sup> ATR conference will be held July 2<sup>nd</sup>-5<sup>th</sup>, 2020 in Sydney Australia.

*Congratulations Bo!*

## Research Projects Conducted by Master of Business Informatics (MBI)

The Master in Business Informatics (MBI) Cohort 7 have finished their final Applied Project research reports of 15,000-20,000 words under supervisors in April 2020. These research projects have been successfully completed and submitted on time. The students have investigated some interesting and relevant areas:

	Research Topics	Researcher	Supervisor
1	The impact of Instagram's business advertisements on consumers' attitude and purchasing behaviour.	Meixian Jin (Joanna)	Dr Syed Jamali
2	The impact of social media on employee turnover in SMEs in NZ food and beverage industry.	Xi Zhou (Joe)	Dr Bo Lin
3	The impact of using green technology by two New Zealand telecommunication companies.	Jing Ju	Dr Zarqa Shaheen
4	Attitudes of Chinese students in New Zealand towards using takeaway food apps.	Chunhui Wang (Anchor)	Dr Ahmad Wedyan
5	The impact of information security awareness on smart phone application development cost and user experience.	Aiguo Zhou (Mike)	Dr Bo Lin
6	A quantitative study to measure the influence of social media on the tourism industry: Destination selection in New Zealand.	Hanjin Du (Jane)	Dr Ahmad Wedyan
7	The impact of social media on customer loyalty and purchase intention of infant food formula in China.	Hong Zhu (Jucy)	Dr Michele Akoorie
8	Comparing online review between hotels' own websites and third party websites in New Zealand to determine customer satisfaction.	Liew Lee Chuin (Elaine)	Dr Michele Akoorie
9	The attitude of New Zealand YouTube users towards online video advertising.	Bo Yuan Zheng (Darren)	Dr Maria Umali
10	The role of electronic-word-of-mouth in assessing service quality for the recreational vehicle tourism industry in New Zealand.	Xiaosi Xiong (Sammi)	Dr Zarqa Shaheen
11	Influence of technology on the modern banking system.	Shaohua Dai (Lucas)	Dr Dayal Talukder
12	The influence of WeChat on Chinese parents' decisions for their children's study in New Zealand schools and its impact on the education industry.	Wei Xing (Vivienne)	Dr Dayal Talukder

## Publications

### Books, Book Chapters and Journal Articles:

Akooie M., Scott J.M., Sinha P., Gibb J. (2020) Why Entrepreneurship Failed to Emerge in “Developing Countries”: The Case of Colonial Africa (1952–1972). In: Bowden B., Muldoon J., Gould A., McMurray A. (Eds), *The Palgrave Handbook of Management History*. Palgrave Macmillan, Cham, pp 1-17.

Ingley, C, Singh S & Malkani, A (2020). Teasing out fieldwork challenges with e-mail methods in cross-border research. *Qualitative Research in Organisations and Management: An International Journal*, <https://doi.org/10.1108/QROM-02-2017-1490>

Sinha P., Gibb J. Akooie M., Scott J.M., (2020) (Eds), *Research Handbook on Entrepreneurship in Emerging Economies: A Contextualized Approach*, Edward Elgar, Cheltenham, Glos. and Northampton, Mass, pp. 1-387.

Sinha P., Gibb J. Akooie M., Scott J.M., (2020) Introduction to the Research Handbook on Entrepreneurship in Emerging Economies: A Contextualized Approach, In: Sinha P., Gibb J. Akooie M., Scott J.M., (2020) (Eds), *Research Handbook on Entrepreneurship in Emerging Economies: A Contextualized Approach*, Edward Elgar, Cheltenham, Glos. and Northampton, Mass, pp. 1-25.

Peiris, I; Akooie, M; Sinha, P. (2020), Entrepreneurial Opportunities and the role of Contextual Embeddedness. In: Sinha P., Gibb J. Akooie M., Scott J.M., (2020) (Eds), *Research Handbook on Entrepreneurship in Emerging Economies: A Contextualized Approach*, Edward Elgar, Cheltenham, Glos. and Northampton, Mass, pp. 106-129

## A Story from Hao Chen

MBI Cohort 6



I hadn't used any learning management system before I came to New Zealand to study in 2016. Until then I realized the importance of a system like this in my studies. I tried to make the most of the features provided by the system to facilitate my learning practices. In fact, only a few of the classmates who I knew utilized the system in a similar way, treating it as an enhancement to their studies. This got me thinking: what factors affect the use and acceptance of learning management systems among student users. It's a question I've had for a couple of years, and only recently did I get the opportunity to explore this question with my master's research project.

I started my research project by reviewing relevant literature on what factors affect the implementation of an information system among end-users. A theoretical framework named the technology acceptance model popped up into my sight, in which perceived usefulness

and perceived ease of use remain two factors influencing the intention of end-users to adopt any

information system. After that, I specifically looked for research on the external variables influencing these two key factors. This led me to "Extending the technology acceptance model with task-technology fit constructs" written by Dishaw and Strong (1999). This article found that task-technology fit, which refers to the capability of an information technology to meet the demands of tasks, has a positive impact on perceived usefulness of the technology. In this sense, a student user may find a learning management system useful because it provides functions that aid to fulfil his or her academic goals.

Many articles that I found highlight the importance of users' confidence in using a particular technology in developing their ease of use perceptions about the technology. However, I found a surprising lack of information on the effects of perceived functionality and self-efficacy specific to learning management systems on the perceived usefulness and perceived ease of use of learning management systems respectively from the perspective of student users.

I chose the institution where I was studying for my Master's degree as the setting for conducting my research project. My supervisors, Dr Zarqa Shaheen and Dr Abid Shahzad offered support and guidance during the time of this research. They always provided interesting ideas and useful advice. I always learned something interesting from our weekly meetings. I am very grateful for their encouragement throughout this research.