

## Message from the Chairman

Since our last Research Outlook newsletter, both our new degree programmes have started. The Master of Management was launched in March and we already have our first three students writing their applied projects, with a view to graduating in October. They had previously completed the PGDip and are therefore able to complete the Master's in two trimesters. We already have 16 students on the MM, which is a great start. But we have had an absolutely staggering launch of the Graduate Diploma in Teaching (ECE), with the largest ever programme first cohort in ICL history, with already 26 studying, and a possible 20 to 30 more starting in October. A small number are domestic and we have now filled our funding allocation. We have applied to TEC for significantly more domestic EFTS for 2022 and expect to hear in October how successful we have been.



Numbers in both the Graduate Business School and Language Division continue to drop, but slowly. We are confident in the long term, but there will be some rocky months ahead. Thank you to all our staff, both academic and administration and marketing, for all your hard work and effort during worrying times.

Finally, I would like to salute the work of Dr Colin Knox, who has been an NZQA monitor, panel chairman, advocate, programme developer, advisory board member and at our recent graduation, kaikōrero. He has been closely linked with ICL since 2012, both as gamekeeper and poacher, and we have learned much from his wisdom. He was significantly involved in the development of the Master of Management, and actually delivered, as lecturer, the first iteration of our innovative paper, Māori Business Leadership Models. After a few years of threatening, Colin has finally decided to retire. Ave atque vale Colin: kia haere marie koe.

Ewen Mackenzie-Bowie, Chairman

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## Welcome to the September 2021 research update!

As I write this update, Auckland is at Alert Level 3, meaning that ICL Graduate Business School operates – again – under online learning and teaching conditions.

The transition to online teaching and learning has been a very smooth one this time, since our students and academic staff are by now seasoned experts in dealing with Covid-related issues and changing from one teaching and learning mode to the other. Classes are taught online, student-supervisor-meetings are conducted via Zoom, and research collaborations continue in the virtual world.



Since our last update, ICL has published both a printed and an online version of our ICL Journal Working Paper Series (volume 4, issue 1, May 2021).

The May 2021 Journal marks an important milestone in ICL's research activity. Many of the journal contributions are collaborations between our students and their academic supervisors. Such student-staff research collaboration is evident not only in our own Journal, but also in peer-reviewed, international academic publications. A number of these publications are showcased in this research update.

While we have always been confident in the high quality of our students' research projects, we now have external validation in the format of international peer-review that demonstrates the calibre of our students and showcases their pedigree.

Successful peer-review is, however, not only a testimony to the quality of students ICL attracts to our Master-level programmes. It is also validation of the hard work and dedication, as well as quality of supervision, from our academic team to make our students succeed.

He mihi nui to our supervisor team!

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 seminars. Here are some of the exciting research papers presented by academic staff from March to August 2021. More research sharing sessions are scheduled for the rest of the year 2021.

Presenter	Topic	Date
Dr. Maria Concepcion V. Umali	<p style="text-align: center;"><b>Harnessing digital disruption toward strategic innovation: customer satisfaction and online reviews of Apex Car Rental</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>It is important for organizations to embrace digital disruption to achieve competitive advantage. Understanding the disruption enables companies to keep their existing customers satisfied and create opportunities for new customers by employing customer data to new innovative ways. This research aims to study factors related to customer satisfaction in the New Zealand car rental industry. 300 online reviews of Apex car rental company customers on Google and product review sites were collected and qualitatively analyzed. Based on the five dimensions (tangibles, reliability, responsiveness, assurance, and empathy) of the SERVQUAL model, these online reviews are divided into 10 factors. Then, through quantitative analysis, the factors related to Apex customer satisfaction are analyzed. Most customers are satisfied with the service provided by Apex. Customer satisfaction has a strong positive correlation with Tangibles, Reliability, Responsiveness, Assurance, and Empathy. SERVQUAL was validated. Personalized service is most closely related to customer satisfaction in the car rental industry. Customer satisfaction is moderately negatively correlated with the response time to calls and emails and to provide and handle repair services. The service quality evaluation system (including five dimensions, 10 factors) suitable for the car rental industry was first constructed, which can provide reasonable guidance and strategic innovation in the service quality of the car rental industry.</p> <p>Keywords: car rental industry, customer satisfaction, innovation, online reviews, SERVQUAL</p>	March 2021
Gustavo Fernandez	<p style="text-align: center;"><b>Gamification in higher education: a pedagogical approach to strategic management</b></p>	April 2021
Dr. Abid Shahzad	<p style="text-align: center;"><b>Data Loss Prevention from a Malicious Insider: Cloud Service Provider's Perspective</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This research targeted cloud service providers (CSPs) and presented a depiction of their security awareness to mitigate a malicious insider threat. One of the biggest challenges of CSPs is to ensure the privacy of customers' data. Cloud service customers (CSCs) place their data on Cloud, which relieves them from the data management and maintenance; however, they lose control over the data. A lot of organizations are concerned about the privacy</p>	May 2021

	<p>of data on the cloud due to sophisticated threats such as malicious insiders. Therefore, to reveal whether CSPs are better protecting CSCs data, a survey was conducted in New Zealand and Australia to assess the data loss prevention from a malicious insider in the Cloud. An inductive quantitative approach was used to conduct this research using primary data. This research provides significant information about how malicious insider threat poses risks to CSCs' data and what is being done by CSPs to mitigate those risks.</p>	
<p>Gustavo Fernandez</p>	<p style="text-align: center;"><b>Bullying at the Workplace</b></p>	<p>June 2021</p>
<p>Meripa Toso</p>	<p style="text-align: center;"><b>Mentoring in this COVID 19 Era</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>This presentation asserts a proposal that brings together a collective consortium of Pasifika conceptualisations about mentoring yesterday and the present as a cloak for future aspirational research and teaching practices. In the context of teacher education and for the purpose of this forum some recent thoughts are shared of experiences and expertise within the area of leadership within the literature. Mentor is deemed as a pedagogy that draws on empowerment, innovation, change and sustainability. This comes with an understanding that leadership needs to be modelled, mentored and maintained. When supported within an environment that is responsive and reciprocated, the capacity to grow and further develop leaders as mentors is sustained from a Pasifika lens. Talanoa in this forum will focus on transformative mentorship within inclusive education; programme leadership; academic mentoring. It is hoped, that what is generated from this talanoa will act as a provocation to explore further understandings of leadership within teacher education. Further research is necessary for voice of a refreshed reconceptualization of mentorship from a range of socio-cultural and socio-political perspectives.</p>	<p>July 2021</p>
<p>Dr Paula Ray</p>	<p style="text-align: center;"><b>Social media and the decorum of surveillance</b></p> <p style="text-align: center;"><b>Abstract</b></p> <p>Social networking sites (SNS) have been developed with the objective of fulfilling different functionalities in the cyber world, by virtue of descriptions laid out on their websites. It is also common knowledge by now that the longer a user's attention on a particular SNS platform, the more profitable it is for the SNS provider (Andrejevic, 2010; Fuchs, 2017). In recent times, however, all of these SNSs have been adding 'additional' features, often similar to one another, in an attempt to vie for users' attention. The outcome of such competition is the duplication of platforms with more or less similar features that are often consumed by users to perform similar functions. Features such as 'sharing your story', video calls, and cross platform sharing of statuses and photos, have the potential to revolutionize how we use certain SNSs that were originally not created to be consumed that way.</p> <p>I argue that it is our decorum of surveillance or "peer monitoring" (Andrejevic, 2002, p479) that keeps such a revolution in check. In this era of self-surveillance of online forums, we tend to get uncomfortable the moment our contacts cross the imaginary line of using certain SNS platforms for the purpose</p>	<p>August 2021</p>

they were built for. For example, sending dating propositions on LinkedIn ‘messaging’ or sharing a LinkedIn profile to authenticate Tinder presence. Although there is no rule that says that these SNSs cannot be used for any purpose other than stated in the provider’s mission, vision and objectives, we tend to raise an eyebrow or even block such contacts that seem to cross that ‘imaginary’ line of decorum.

By catering to the so-called usage guidelines of SNSs, we uphold their apparently unique existence on the worldwide web and monitor other users who tend to cross over to other SNS usage within the same SNS. But isn’t the cyber world supposed to be an interconnected network of communications and not operate in silos?



*Dr Maria Umali and ICLGBS teaching team at the 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.

## Professional Development

As part of professional development, staff members attended a series of short training sessions conducted by different professional organizations.

Dr. Maria Concepcion V. Umali, ICLGBS Lecturer, was invited to deliver a webinar on the topic: **The Counsellor Across Cultures** hosted by The Accredited Integrated Professional Organization of the Professional Regulation Commission in May 2021. Maria is a registered licensed counselling practitioner and past president of several national and international professional organizations in Counselling, Psychology and Career Development. Her webinar was attended by 2,300 counsellors and helping professionals from Asia, Middle East, Europe and North America. The topics discussed are based on Dr. Umali's research and practice in cross-cultural counselling.

The webinar focused on cultural sensitivity as a prerequisite to professional competence of an authentic counsellor; worldview as an important tool for counsellor expertise; the need for culturally effective counsellors and various forms of necessary preparation; Barriers in cross-cultural work; the contextual model of intercultural communication; becoming a culturally competent counsellor; cultural competence as a journey from cultural superiority to cultural humility; improving cultural intelligence(CQ) and diversity quotient (DQ) towards a culturally relevant ethical decision making.

Dr Syed Jamali, ICLGBS Senior Lecturer & Programme Coordinator (Under Graduate Programmes) attended an online webinar on the topic: **Classroom Management: Creating a Positive and Productive Learning Environment** organized by The Education Hub in April 2021.

This webinar with Dr Heather Peshak George (University of South Florida) explores what the

research says about the strategies, practices and approaches to classroom and behaviour management that promote positive and productive learning environments. Dr Peshak George is co-director of the National Center on Positive Behavioral Interventions and Supports in the USA brings a wealth of knowledge and practical expertise to the conversation.



Markus Klose, Academic Director and ICLGBS teaching team in the training session.

ICLGBS teaching team attended a few professional development training sessions conducted by Markus Klose, Academic Director, ICL Graduate Business School, from March to August. He discussed several important topics in the training sessions such as *Moderation, Assessment Design, Students Engagements and international and Domestic Codes of Practice*.

Two Project Management training sessions were conducted by Dr Syed Jamali for the ICL education group staff in May 2021. In these two sessions, Dr Jamali discussed the technique of using Project Management Software.

## ICL EXPERTISE IN THE INTERNATIONAL ARENA

**International Congress on Methodology: Current Methodological Challenges Conference, 7-9 July, 2021, Spain**

Dr Syed Jamali, Senior Lecturer and Programme Coordinator (Under Graduate Business Programmes) and Meripa Toso, ECE Programme Leader, presented a research paper titled *“Grounded Theory from a Maori and Pasifika lens: a neo-methodology for future research”* at the International Congress on Methodology: Current Methodological Challenges Conference, Madrid, Spain (virtual) ,7-9 July, 2021

Grounded Theory is a qualitative research approach which is to develop theory about a specific phenomenon of interest. The base of theory is positioned through observation and is a complex iterative process. With usage of starter questions which assist to guide the research that are not static or restrictive (Trochim, 2020). Kaupapa Maori perspectives are complex based primarily on tikanga (culture) which is value and belief based. Pasifika conceptualisations and reconceptualisations of world view generates from a basis of traditional and contemporary lived experiences. Historically through processes both Maori and Pasifika world views are similar but not the same. Each have an affinity to environmental responses within specific contexts. By weaving together, the established Maori paradigms and Pasifika methodologies with grounded theory emerges as another way of executing research for this time and space. This consideration is timely in decolonising indigenous knowledge that has always existed yet rarely reconceptualised. An exemplar of this discussion Indigenous (Maori) and Pasifika perspectives noting specific research methodologies when melded with grounded theory may illuminate the processes as outlined by grounded theory to create an

emerging neo-methodology that may platform a culturally responsive and inclusive way research could be carried out in this COVID era.

*Congratulations Jamali and Meripa!*

**Digital Innovation and Entrepreneurship Virtual Conference, 9-13 August, 2021, USA**

Dr Abid Shahzad, ICLGBS Lecturer, presented a research paper titled *“Machine Learning-based Systems for Supplier Evaluation and Selection in New Zealand SMEs”* at the Digital Innovation and Entrepreneurship Virtual Conference organized by Americas Conference on Information Systems (AMCIS) in August, 2021. This was a joint research paper with his graduate student Tran Thi Giac Duyen.

The supplier evaluation and selection process play an essential role in the business processes. This process ensures the seamless delivery of products and services to customers, enhance the business, support business growth, and keep the competitive advantage. Nevertheless, there is little empirical research on the practical application of new technology such as Machine Learning in supplier evaluation and selection to solve the problems with the existing supplier management processes of New Zealand enterprises. This research aims to explore and understand the supplier management process and to determine the effective use of Machine Learning in supplier evaluation and selection processes in New Zealand enterprises. Based on the findings, this research proposes the recommendation that helps New Zealand enterprises in improving, enhancing the operations, and maximizing the effectiveness of evaluating and selecting the strategic suppliers to strengthen their value chain.

*Congratulations Abid and Tran!*

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

Cohort 14 (1 March 2021 –18 June 2021) have finished their final Applied Project Reports of 15,000-20,000 words under Supervisors in June 2021. These research projects have been completed and submitted on time. In addition, the students have investigated some exciting and relevant areas:

Researcher	Topic	Supervisor
Thi Phuong Anh	Customer reluctance to online grocery shopping in Aotearoa New Zealand.	Meripa Toso
Shehzad	Determining factors affecting the decision-making process while ordering on NZSale platform	Dr Ahmad Wedyan
Shilpa Ghandhi	Exploring the usage of Social media marketing strategies used by small retail businesses in India	Dr Ahmad Wedyan
Sujung Hong	The impact of Instagram influencer marketing on Korean consumer buying intentions in the micro influencer market.	Dr Ahmad Wedyan
Huyen Thi Thanh	The role of social networking sites in gaining trust in professional accounting firms in New Zealand. The case studies of Deloitte and BDO New Zealand.	Dr Zarqa Shaheen
Rui Sun	Zoom's impacts on the COVID-19 remote working effectiveness of Asia Pacific mid-sized companies	Dr Zarqa Shaheen
Niroshini	Problems faced by Uber drivers in Auckland New Zealand	Dr Michele Akoorie
Heena	What are the practical challenges of leveraging big data (BD) analytics into the audit process? A case study of Grant Thornton Bharat LLP.	Dr Maria Umali
Van Duc	Critical success factors in implementing Big Data Analytics: a Delphi study of IT experts in New Zealand.	Dr Maria Umali
Hui	The profitability challenge of accommodation business during pandemic times: The Trans-Tasman Airbnb context.	Dr Maria Umali
Zhi Qiu	The impacts of technological innovation on online marketing of the used car industry in New Zealand	Dr Dayal Talukder

## Publications

- Afrin, T. (2021). Queries to have in an early childhood teacher education classroom. *ICL Journal*, 4(1), 88-104.
- Ali, Z. S. (2021). New media, climate change and natural hazards. *International Journal of Climate Change: Impact and Responses*.
- Ali, Z. S. & Liu, W.J. (2021). Use of social media by Ministry of Business, Innovation and Employment (MBIE). *Australian Journal of Business and Management Research*.
- Ali, Z.S. & Guo, Z. (2021). The impact of big data on the online education industry in China. *ICL Journal*, 4(1), 65-87.
- Hao, H. & Akoorie, M. (2021). The impact of online shopping on consumers' habits in the supermarket industry in New Zealand: Pre- and post-COVID-19. *ICL Journal*, 4(1), 5-26.
- Jamali, S. & Barrera, L. (2021). Awareness and intention of using chatbots in education. *ICL Journal*, 4(1), 132-163.
- Ngoc, D. (2021). How global equity markets respond to corporate sustainability communication: empirical evidence from the Dow Jones sustainability World Index. *ICL Journal*, 4(1), 164-199.
- Sinha, P. Gibb, J., Akoorie, M. and Scott, Jonathan M. (co-editors) (2021). *Research Handbook on Entrepreneurship in Emerging Economies: A Contextualized Approach*. Edward Elgar, Cheltenham, Glos.
- Toso, Meripa & Liuhui, F. (2021). The impact of Chinese social media WeChat on promoting Tikanga Māori in the Aotearoa – New Zealand tourism industry: Targeting the Chinese market. *ICL Journal*, 4(1), 27-64.
- Umali, M. & Su, N. (2021). The impact of e-commerce live streaming on consumer purchasing behavior. *ICL Journal*, 4(1), 105-131.

Editor: Dr Syed Jamali