

Message from the Chairman

After almost two years of the trials and manacles of Covid-19, we have seen a tremendous reversal of fortune emerge in NZQA's recent approval, for onshore and offshore online delivery, of all our postgraduate qualifications in Management, Business and Business Informatics. A retracting marketplace has now been transformed literally into a global marketplace. And given that our language division programmes are also approved for online delivery, the world is now our oyster. We are setting up classrooms for hybrid teaching, and are already relishing the challenges of a wholly new vision of blended learning across our curricula.



I would like to take this opportunity to salute the research contribution of Tahera Afrin, who left ICL this year after 14 years in the ECE department, leading it for the last seven. Tahera was one of the earliest research contributors to ICL, and in 2008 presented her first paper, "A study on triangular perspectives of culturally competent assessment in a multi-cultural environment," to the *Tertiary Assessment Symposium* at the Victoria University of Wellington. Tahera always flew the ECE flag in our research activity, and I am delighted to see her successor as Programme Leader, Meripa Toso, contributing actively to ICL's research profile.

I would very much like to thank our Research Advisory Board for their guidance, our Research Ethics Committee for their excellent police work, and especially our wonderful academic team led by Academic Director Markus Klose, Dr Paula Ray and Dr Syed Jamali and, in our research leadership, Research Professor Michèle Akoorie and Applied Project Co-ordinator Dr Zarqa Shaheen.

A Happy Christmas and a Good New Year to all our stakeholders!

Ewen Mackenzie-Bowie, Chairman

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Welcome to the December 2021 research update!

As we are quickly approaching the festive season and look forward to a well-deserved break, we also take the time to reflect on 2021.

While it certainly was a year of challenges and adversity, I would like to suggest that ICL Graduate Business School has come out stronger and more resilient. As we are approaching the end of a long tunnel in Auckland (also known as the longest lockdown in New Zealand's history) and start to enjoy snippets of freedom again, we take pride in the many successes and achievements ICL enjoyed this year

We are now a fully NZQA accredited online provider for both onshore and offshore students in all our postgraduate qualifications in Management, Business and Business Informatics and look forward to recruiting online students in addition to our face-to-face and blended delivery models.

We heavily invest in state-of-the art online teaching technology and witness how classrooms are being redesigned and equipped with technology to cater for the unique needs of our future online students. We benefit from the lessons learned during various lockdowns, where we were forced to shift to online teaching to existing students practically overnight, and we are now able to implement lessons learned to become a state-of-the art online education provider.

While it was difficult at times to keep operations running smoothly during lockdowns, we have taken the opportunity to “benefit from adversity” by implementing a new way of operating and reaching our students. The world is our oyster, and we are not limited any longer by geography or time zones and can reach nationally and globally to attract students. What a difference a year makes!

In addition, we have successfully launched the Graduate Diploma in Teaching (Early Childhood Education) – GDTECE – in late June 2021. This new qualification is now already the most successful ICL study programme in terms of student enrolments per intake. The GDTECE also attracts a very high caliber of highly motivated students. Many applicants to this study programme already hold one, or sometimes even two postgraduate qualifications, before they start their study journey with us. They tend to be highly engaged in their studies and one can sense the positive energy in the classroom. We are confident our students will make excellent teachers upon graduation. We are proud of our new qualification and the contribution it makes to our communities.

In closing, the old saying “every cloud has a silver lining” certainly holds true for ICL Graduate Business School.

I also would like to take the opportunity to express my appreciation and gratitude to the academic team for all their efforts and hard work in 2021. Thank you!

We wish you a happy festive season and a good holiday and look forward to a positive and successful year 2022.

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



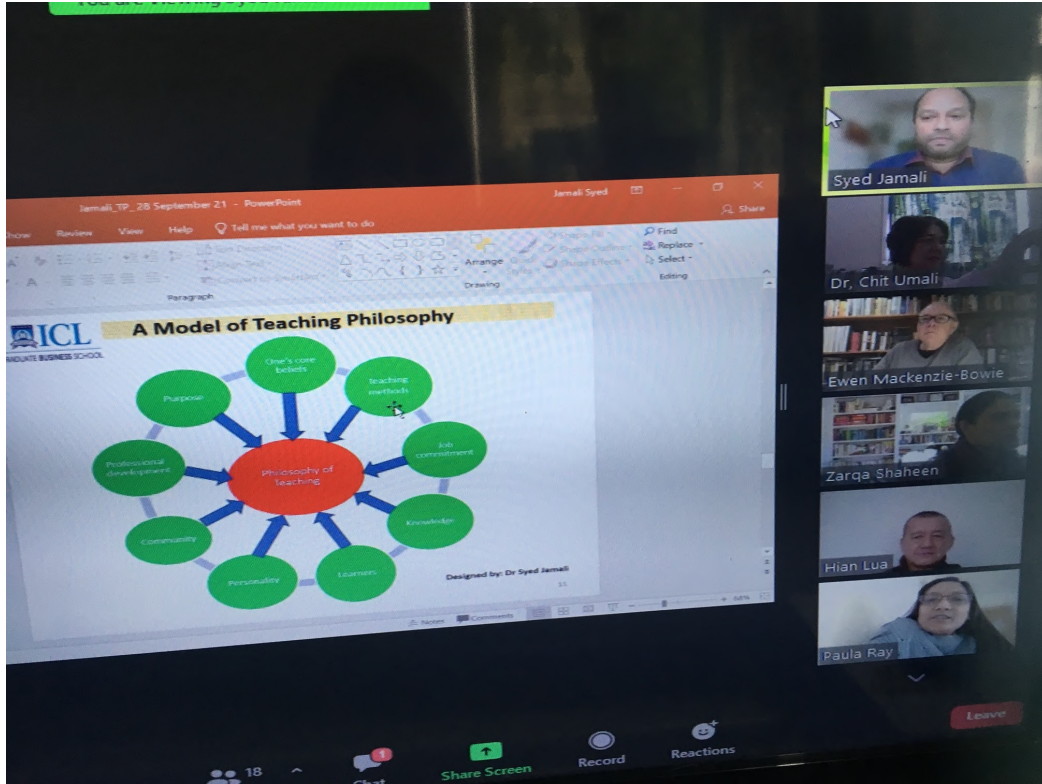
ICL Research Seminars

Research active staff and those with research interests regularly gather at seminars. The seminars are coordinated and facilitated by Dr Maria V. Umali, ICLGBS Lecturer. Here are some exciting research papers presented by academic staff from September to December 2021. More research sharing sessions are scheduled in 2022.

Presenter	Topic	Date
Dr Syed Jamali	<p style="text-align: center;">Inquisition of Teaching Philosophy</p> <p style="text-align: center;">Abstract</p> <p>This study investigated the underlying factors that reflect on one's teaching philosophy. Participants were academics from different countries who are members of ResearchGate. The ResearchGate is an academic site for scientists and researchers to disseminate and share their research articles. Data were collected from shared papers, asked and answered questions, comments on this research area and the relevant journal articles. A thematic analysis methodology was used to determine the core areas academics consider about their teaching philosophy. Results indicate that personal values as educators, the directives of work, management and prioritizing of pedagogical strategies, equity, a supportive environment all culminate as relevant aspects considered for an effective teacher's philosophy. Knowledge sharing information is the most substantial factor that impacts a personal teaching philosophy.</p>	September 2021
Dr Ahmad Wedyan	<p style="text-align: center;">Examining Consumers' Usage Intention and Perception of Contactless Payment During the COVID 19 Pandemic in New Zealand</p> <p style="text-align: center;">Abstract</p> <p>The coronavirus (COVID-19) is a worldwide pandemic that emerged in December of 2019 and has consequentially affected the lives of people and services. The COVID-19 pandemic has also changed consumer behaviours, pushing them toward using new technologies. Contactless technologies have been recognized as a mechanism to reduce the risks of infection, accelerating the move to touchless payment behaviours. Contactless payment can mitigate transmission risk and support social distancing. Because of the spread of COVID-19, contactless payment technologies have become a more favoured payment method in countries where these methods were not previously prevalent. Statistics show an increased use of contactless payment usage and adoption during the pandemic in different countries. Thus, the fear of Covid-19 infection is a catalyst for contactless payment technology usage. Since 2011, there has been a rapid growth of contactless payment systems in New Zealand, and contactless payment is now the preferred way of paying for around 36% of New Zealanders (Reserve Bank of New Zealand, 2020).</p> <p>This study examines the factors that affect consumers' usage intention and perception of contactless payment in New Zealand. The study uses deductive mixed-method research. Quantitative and qualitative data will be collected using an online questionnaire from participants in New Zealand. The</p>	October 2021

	<p>questionnaire will be developed based on the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2).</p> <p>The importance of the research lies in identifying the factors that influence the intention and perception of consumers towards the use of contactless payment. The identification helps to understand the relationship between those factors and what drives the acceptance, which can help proponents to craft relevant communications to encourage the continuance use of contactless payment. This would help business owners to provide this service to customers to improve the level of satisfaction.</p> <p>The study will explain the continuance intention to use contactless payment technologies after COVID-19 in New Zealand. Finally, the study aims to create a replicable framework that helps scholars explain the intention to use in other countries.</p>	
<p>Dr Dayal Talukder</p>	<p style="text-align: center;">Preferential Trade Agreement between New Zealand and UK</p> <p style="text-align: center;">Abstract</p> <p>The main objective of this study is to investigate the potential impacts of a trade agreement between NZ and UK on exports of the NZ economy. The study has used secondary data and applied a quantitative method. It has estimated indices of trade intensity, complementarity, and revealed comparative advantage. It has also used an augmented gravity model to do a regression analysis. The study has found that trade creation is not much expected from this agreement due to lack of trade complementarity. Both countries appeared to be competitors in major exporting products. Similarly, regression analysis showed that NZ might not gain much from exports to UK. This study argues that a preferential trade agreement was much more dominated by political gains than by economic factors for the NZ government. The findings of this study may be of interest to researchers, academics and policy makers.</p>	<p>November 2021</p>
<p>Rashmi Kotin</p>	<p style="text-align: center;">The Contribution of Springboarding to International competitive catch-up by Indian MNE's</p> <p style="text-align: center;">Abstract</p> <p>The objective of this research is to study the use of springboarding in catch-up by Indian MNEs to determine the factors that facilitate or impede their springboarding strategies. While a significant number of studies have examined these processes in China far less research has focused on India. Examination of the Indian case is important because while all emerging economies seek catch-up, their circumstances and opportunities differ significantly. India's commitment to global economic engagement means that catch-up, and possibly compressed catch-up, is more likely to be observed within India. This study will make use of this concept of accelerated catch-up through springboarding and examine it in the context of Indian MNEs.</p> <p>The research does not assume that springboarding strategies will always lead to successful outcomes: unsuccessful events may be observed. Springboarding is a strategic plan that is resource-intensive and risky. Its recurrent nature means that its users will persist with it only if they perceive it as contributing to their successful internationalization. As noted by scholars, EMNEs pursuing</p>	<p>December 2021</p>

springboarding have many opportunities to succeed, as well as risks that impede the outcomes. The study will use qualitative research methods employing a case study method. Specifically, the research will utilize a multiple-case study approach involving five Indian MNEs. The outcome of this research will be beneficial to emerging market MNEs and policy makers.



Dr Syed Jamali 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.

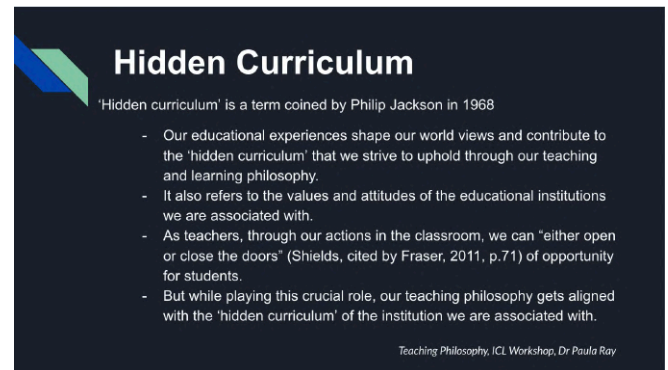
Professional Development

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

Rashmi Kotin, ICLGBS Lecturer, attended the **Academic Writing Workshop** conducted at AUT by the Graduate Research School in October 2021, **NVIVO workshop** by Academic Consulting in September 2021, **How MNEs are participating? webinar** by Academy of International Business in October 2021, and **The Return of Geopolitical Risk in Business webinar** by IVEY Executive School and Florida International University in November 2021.

Dr Syed Jamali, ICLGBS Senior Lecturer & Programme Leader (Undergraduate Programmes), attended an online webinar: **Enabling Student Wellbeing: Teacher insights for developing a culturally and linguistically responsive approach to Social-Emotional Learning** organized by The Education Hub in November 2021. He also participated as a resource person at a professional development session titled **“An Inquiry into the Philosophy of Teaching”** for the ICL teaching staff in October 2021. The session was organized and facilitated by Dr Maria V. Umali, ICLGBS Lecturer.

ICLGBS team attended a **New Pastoral Code 101 Workshop** conducted by Dylan Anderson, Senior Advisor, Pastoral Care of Students Quality Division, NZQA, in December 2021. The workshop introduces the new Code in-depth. It looks at the cornerstones of the new Code, and the key new outcomes.



Hidden Curriculum

'Hidden curriculum' is a term coined by Phillip Jackson in 1968

- Our educational experiences shape our world views and contribute to the 'hidden curriculum' that we strive to uphold through our teaching and learning philosophy.
- It also refers to the values and attitudes of the educational institutions we are associated with.
- As teachers, through our actions in the classroom, we can "either open or close the doors" (Shields, cited by Fraser, 2011, p.71) of opportunity for students.
- But while playing this crucial role, our teaching philosophy gets aligned with the 'hidden curriculum' of the institution we are associated with.

Teaching Philosophy, ICL Workshop, Dr Paula Ray

ICLGBS team also participated in a professional development session on **Teaching Philosophy - The Hidden Curriculum** conducted by Dr Paula Ray, Programme Manager (Postgraduate), in November 2021.

The Hidden Curriculum (Jackson, 1968) in tertiary education is not counterproductive to pedagogy, rather it makes classroom teaching student-centric. Instead of focussing on a teacher-centric teaching philosophy, Hidden Curriculum (HC) facilitates the teacher-student bonding and strengthens their interpersonal relationship within the classroom. Only when the teachers can identify with the HC behind the learning outcomes of the programme they are teaching, will they be able to open doors for their students.

ICL EXPERTISE IN THE INTERNATIONAL ARENA

2021 National ITP Research Symposium, 25-26 November, 2021, New Zealand

Dr. Ahmad Wedyan, ICLGBS Lecturer, and Dr. Ahmed AL-Sa'di (Wellington Institute of Technology & Whitireia Community Polytechnic), presented a research paper titled ***“Animal centred design in Animal computer interaction: An overview of contexts and outcomes”*** at the National ITP Research Symposium, Auckland (virtual), 25-26 November, 2021. The Open Polytechnic of New Zealand, Whitireia and WelTec jointly hosted this symposium.

The purpose of this study is to understand the use of User-Centred Design (UCD) in the context of Animal-Computer Interaction (ACI). The research aims to develop a framework for the best practice of using UCD method with ACI. Animals are increasingly exposed to interactive technologies and involved in technological interactions. The main research direction of ACI is to design and develop computing devices and interfaces for animals to participate and interact with. In addition, this research will help humans to understand animals, improve animal welfare, and promote the relationship between animals, humans, and the entire social ecosystem. On the one hand, these interaction processes often involve humans, so they can be regarded as a special direction of Human-Computer Interaction (HCI), animal-human-computer interaction. The importance of this study is to investigate how interactive technologies affect the individual animals involved; what technologies could be developed.

The research will be conducted on two stages that will link to data collection. The first stage focuses on conducting a systematic literature, where it will be used to find the most common UCD methods used on ACI. The second stage focuses on developing a framework that will guide the best method to be used with ACI. The framework will be evaluated by expert in the field. The Genetic Algorithm optimization will be used to optimize the framework and evaluate the results. The results of this research will be compared with similar results of previous research.

Congratulations Ahmad and Ahmed!

One of the research papers titled ***“Got an app to ride?: A qualitative study of UBER driver experiences in Auckland, New Zealand”*** of Niroshini Arachchi, ICL Graduate, Zarqa Shaheen Ali, ICLGBS Lecturer and Michele Akoorie, Research Professor, has been accepted for Australia and New Zealand International Business Academy (ANZIBA) Annual Conference 2022 which will be held on Mon, 21 Feb 2022 – Wed, 23 Feb 2022 in Wellington.

Congratulations Niroshini, Zarqa and Michele!

25th Pacific Asia Conference on Information Systems (PACIS 2021), Dubai, UAE

Dr Abid Shahzad, ICLGBS Lecturer, presented a research paper titled ***“Data Loss Prevention from a Malicious Insider: Cloud Service Providers’ Perspective”*** at the 25th Pacific Asia Conference on Information Systems (PACIS 2021) in July, 2021. This was a joint research paper with his graduate student Edson Machado de Sousa.

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 for CSPs is to ensure the privacy of customers’ data. Cloud service customers (CSCs) place their data on Cloud, which relieves them from data security and management; however, they lose control over the data. A lot of organizations are concerned about the privacy of data on the cloud due to sophisticated threats such as malicious insider. Therefore, to reveal whether CSPs are better at 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 how CSPs are mitigating those risks.

Congratulations Abid and Edson

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

Cohort 15 (3 May– 20 August 2021) and Cohort 16 (28 June – 15 October, 2021) 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
Enming Xu	Customer online review of the services of tour operators and travel companies in New Zealand.	Dr Michele Akoorie
Xiaoxi Zhang	The impact of social media on the purchase intention of the consumers of local clothing brands of Aotearoa New Zealand.	Dr Michele Akoorie
Jyoti Deswal	Impact of social media on the people's information seeking and preventive behaviour about COVID-19 in Aotearoa New Zealand.	Dr Zarqa Shaheen
Hongying Wu	Factors impacting the use of the NZ COVID Tracer App by Māori and Pasifika in Aotearoa New Zealand.	Dr Zarqa Shaheen
Yajie Fan	User satisfaction with We Chat Pay among the Chinese living in Aotearoa New Zealand.	Meripa Toso
Ke Zhang	Technological advancement and a common platform for businesses and job seekers: a case of LinkedIn.	Dr Dayal Talukder
Ying Zhou	The impact of user-generated content and social media on the travel behaviour of New Zealand tourists.	Dr Maria Umali
Shuiping Yi	Factors influencing Chinese consumers' decision to buy New Zealand products through Daigou	Dr Zarqa Shaheen
Ningning Wang	The challenges of digital marketing in New Zealand's indoor timber flooring retail industry from the retailers' perspective.	Dr Maria Umali
Aaqib Mir	Customers' perceptions on the adoption of Artificial Intelligence (AI) in financial services in Aotearoa, New Zealand	Dr Maria Umali
Yichen Zhao	The influence of individual differences on the demand for smart home-based elderly care service in China	Zarqa Shaheen
Shuai Tie	Students' perspectives of online learning during COVID-19 lockdown times within Aotearoa New Zealand: a case of ICL Graduate Business School	Meripa Toso
Yuting An	Intelligent express cabinets in the community in China: an investigation of effectiveness of usage	Meripa Toso
Smriti Devkota Bhandari	Technological Innovation and Customer Responses on the Usage of Apple Pay vs Google Pay in New Zealand	Dr Dayal Talukder
Rajranjot Kaur	The Efficiency of Information Storage: Stock Control Usage of Sophisticated Databases for Pak n' Save, NZ.	Dr Dayal Talukder

Divya Ango	Technological Advancements and Promotional Actions by NZ Businesses in Support of the 'Buy Now Pay Later' Services	Dr Dayal Talukder
Xuefei Wang	Study on the effect of RFID-tagged goods on consumers' purchase intention	Dr Syed Jamali
Qing Cui	Customer Needs related to Vintage Photographic Equipment in New Zealand	Dr Syed Jamali
Lingzhi Wang	The culture process that supports organization innovation in the New Zealand manufacturing sector	Dr Syed Jamali

Publications

Machado de Sousa, E., & Shahzad, A. (2021). Data Loss Prevention from a Malicious Insider. *Journal of Computer Information Systems*, 1-11. DOI: 10.1080/08874417.2021.1980748

Editor: Dr Syed Jamali