

Research Outlook

Message from the Chairman



Mr Ewen Mackenzie-Bowie, Chairman of ICL Education Group receiving the Award

It was a great honour that ICL Education Group won the award for Endace Services Exporter of the Year 2016 at the Export NZ awards held in Auckland on 23rd June. This was a tremendous achievement, and testament to the hard work and success of the 100 staff of ICL Education Group. The judges were impressed with “ICL’s approach to marketing, with a broad spread of target markets, and the introduction of new courses to meet identified demand, particularly at a post-graduate level. It is clear that ICL is a strong contributor to New Zealand’s success in continuing to attract fee-paying international students. ICL’s research culture and policy of employing and retaining highly qualified staff is also a positive factor.”

We thank Endace for its kind sponsorship of this award. 2015 saw ICL Education Group grow to its largest ever, and we thank our energetic staff, our advisory boards, our university pathway stakeholders, the government agencies which support us, English New Zealand and our many representatives worldwide, who have all helped us achieve this outstanding result.

Ewen Mackenzie-Bowie, Chairman

[Photograph provided by Garry Brandon Photography]

In this issue

ICL Research Activities:

- Research seminars
- Conference Presentations
- Special Events
- Guest Lecturer Seminars

Future Conferences

June Research Seminar Presentation

Academic Literacies in a Diverse Setting: An Exploration of the Challenges Faced by Arabic-Speaking Students in Academic Writing in NZ

Presenter: Mr Ahmed Junina

Abstract

This presentation is about academic literacies in higher education. It aims to examine the academic writing challenges that Arab students in NZ universities face. The research views academic writing as a social practice and not only as a set of technical skills that could be learnt for once and then applied to any other context. Extensive research has been carried out to investigate the challenges facing international students in higher education in English-speaking countries. However, a lot less has been done on Arabic-speaking students, particularly in NZ.

This research will contribute to a better understanding of the challenges Arab students face in academic writing to help practitioners, educators, and policy makers in Arab countries and NZ to better meet the needs of students in higher education.

Some findings and recommendations for further directions in research in the field of academic literacies will be suggested.

Keyword: *Academic literacies, Arab students, academic writing.*

August Research Seminar Presentation

NZ's Prospects and Challenges of Trade Expansion with Australia: An Analysis of International Trade in the post-ANZCER Era

Presenter: Dr Dayal Talukder

Abstract

New Zealand and Australia signed the bilateral free trade agreement – ANZCERTA – in 1983 and achieved the objective of bilateral free trade in goods in 1990. This study investigated the prospects of NZ future trade expansion with Australia. Using secondary data, the paper applied an index number approach to the calculation of conventional trade measures such as commodity composition of trade, bilateral trade shares and direction of trade over the period between 1990 and 2014. It also measured specialization, competitiveness and complementarity in trade between two countries. Findings indicated that the ANZCERTA brought about more trade diversion than trade creation, leading to more gains for Australia (large country) and less gain for NZ (small country). The demand for imports and supply of exports for both countries were not complements; rather competitive to each other. This study suggested that New Zealand and Australia were not natural trading partners. Therefore, the prospects of future trade expansion with Australia would be a challenging effort for NZ. This study argued that the NZ government should explore opportunities for trade expansion with alternative trading partners, not with Australia.

ICL Research Activities

Conference Attendance

By ICL Staff

The Role of Corporate Entrepreneurship and Organizational Culture on Organizational Performance.

Conference: Australian Organization for Quality – Qualcon 2016 Conference, 3 – 5 July 2016, Sydney, Australia.

Presenter: Dr Siham El-Kafari

Abstract

Entrepreneurship is important for organizations facing rapid change in industry, market structure, customers' needs, technological advancements, and societal values. Erkkila (2000) stated that entrepreneurship draws from a wide range of skills capable of enhancement to add value to a targeted niche of human activity. On the other hand, corporate entrepreneurship is explained by Thornberry (2001) that it is viewed as acting entrepreneurially within the confines of an established organisation. Relevant to that is the organisational culture which is the set of values and beliefs behind individuals' attitudes, behaviour and performance within organisations.

J. Dahlgaard and S. Dahlgaard (1999) posited that organisational excellence can be achieved through excellent people, excellent partnerships, excellent processes, and excellent products i.e. the 4P's. For organizational excellence to succeed, it need to be supported and driven by top management whose role is to empower and enable employees toward excellence through continuous improvement. Accordingly, leaders within organizations should be able to foster a culture of innovativeness through corporate entrepreneurship.

This study aims at determining the role of organizational culture on the development of corporate entrepreneurship and achievement of high organizational performance. Understanding organizational culture is becoming increasingly important to lead organizations towards excellence in such a highly competitive global world.

Key Words: Corporate Entrepreneurship, organizational culture, innovation, organizational performance.



Dr Siham El-Kafari among Qualcon 2016 Conference delegates at Novotel Hotel Sydney, Australia.



Assessing the difficulty level of the curriculum: Chinese students' perspectives on the New Zealand Diploma in Business (Level 6)

Conference: The International Sociological Association (ISA) conference, July 10-14, 2016, University of Vienna, Vienna, Austria

Presenter: Dr Syed Jamali

Dr Jamali giving his presentation at the ISA Conference, Vienna, Austria

The objective of this study is to explore the initial expectations of Chinese students and to enquire into their perspectives on the difficulty level of the New Zealand Diploma in Business curriculum (Level 6). The study also reveals the factors underlying their academic achievement. On the basis of the findings, this study summarizes the internal reflections of the Chinese students regarding international education. The methodology consists of a qualitative study applying an explorative approach. Students from one Private Training Establishment (PTE) studying the New Zealand Diploma in Business (level 6) and academic staff are from the same institute were sampled for this research. Two different questionnaires were used to collect information from participants. To analyze and interpret the data, the 'thematic analysis method' was used in this study. The findings reveal that the students' initial perceptions are mostly influenced by their own culture and familiar educational settings, whereas perceptions on the difficulty level of the course reveal an additional understanding of a foreign culture. The results of the research can help educators to understand learners in greater depth and may assist curriculum designers and policy makers to consider the cultures and values of target groups containing a large numbers of international students.



ATEED Auckland International Conference

Auckland, 6th July 2016,

Venue: Hilton Hotel

Industry Panel Discussion. **Panel members:** Ewen Mackenzie-Bowie (English NZ), Brett Berquist (University of Auckland), Deidre Shea (Onehunga High School), Darryn Melrose (Media Design School)

New Zealand International Education Conference

Auckland, 19th August,

Venue: Viaduct Events Centre

Photo of the Hon Steven Joyce, Minister for Tertiary Education, opening the conference



The years ahead: Prognostications on our industry's future in New Zealand and around the world: panel discussion with university and school sectors.



Panel members: Ewen Mackenzie-Bowie (English NZ), Chris Wheelan (Universities NZ), John van der Zwan (SIEBA), Grant McPherson (Education NZ), Cecilia Fan (China HE), Stephen Holmes (The Knowledge Partnership)

Mr **Ewen Mackenzie-Bowie** speaking at the conference as part of the panel.



Special Events

Lunch with Steven Joyce, Minister for Tertiary Education, at Simpson Grierson Lawyers, 29th July.

Attended by Ewen Mackenzie-Bowie, ICL Education Group, Prof Stuart McCutcheon, V-C University of Auckland, Prof Derek McCormack, V-C AUT University, Dr Jim Mather, CEO Te Wananga o Aotearoa, Dr Rick Ede, CEO Unitec, Sussan Turner, CEO Aspire 2, and partners of Simpson Grierson.

ICL Guest Lecturers Seminars

Date	Guest Lecturer
Saturday 21 May 2016	Fabricio Possamai, Fisher and Paykel; Paul Davies, Everedge IP; Garry Reynolds, The Resource Guys
Friday 15 July 2016	Sue Staveley, Staveley Consulting
Saturday 13 August 2016	Sue Staveley, Staveley Consulting
Saturday 20 August 2016	Paul Davies, Everedge IP

Upcoming Academic Conferences for 2016

Conferences in New Zealand and Australia

ISER-76th International Conference on Economics and Business Research (ICEBR-2016)

14th September, Auckland, <http://iser.co/conference/AucklandNewZealand/ICEBR/>

APQO Conference: hosted by the New Zealand Organization for Quality (NZOQ), 20-23 November 2016, Energy Events Centre, Rotorua, NZ www.apqo2016.com

Conferences Worldwide

WEI International Academic Conference on Education and Humanities at Harvard University

1 – 3rd August, Boston, USA,

<http://www.westeastinstitute.com/internationaleducationconferenceatharvard/>

2nd Annual Early Childhood Care and Education International Rendezvous 2016

2 – 4th August, Langkawi, Kedah, Malaysia, <http://ecceir.britenvision.com/>

ISER-66th International Conference on Economics and Business Research (ICEBR-2016)

12th of August, Putrajaya, Malaysia, <http://iser.co/conference/Putrajaya/ICEBR/>

International Academic Conference in Paris (IACP), 2016

15 – 16th August, Paris, France, http://www.abrmr.com/index.php?view=conference_details&id=6

ISER-79th International Conference on Economics and Business Research (ICEBR-2016)

26th September, Brussels, Belgium, <http://iser.co/conference/BrusselsBelgium/ICEBR/>

7th International Trade & Academic Research Conference (ITARC)

7 – 8th November, London, UK, http://www.abrmr.com/index.php?view=conference_details&id=1

International Conference on Transforming Emerging Economies through Sustainability and Innovations in Business

8 – 9th November, Bengaluru, Karnataka, India, <http://mba.christuniversity.in/tee2016/>



Dr Siham El-Kafafi, Director of Research