

Research Outlook

Message from the Chairman



We are delighted to welcome Dr Jocelyn Williams as Academic Director of ICL Graduate Business School.

With the Master of Business Informatics coming we need to raise the research profile of our staff, and Jocelyn comes well equipped! She has an impressive track record with UNITEC, lately as

Associate Professor, specializing in communication studies, with years of experience as programme leader and director, during which she won three awards. Jocelyn has a PhD from Massey University, and has accrued a substantial research record going back almost 20 years. Her most recent papers cover community internet, digital strategy and the impact of community media.

Corinna Chin has returned to the UK after a couple of years at ICL as Academic Manager Postgraduate Programmes. We wish her well and thank her for her tremendous work on the PGDip approval and the Master of Business Informatics application, which we have just resubmitted.

When the Master's is approved we will be recruiting more doctoral-qualified staff and enhancing the academic management. Already two-thirds of the business school is at a graduate and postgraduate level, and we see much of our development now at PG and Master's level. And as part of our MBI resubmission we have produced an enhanced research plan.

These are exciting times at ICL Graduate Business School!

Ewen Mackenzie-Bowie, Chairman

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Message from the Director of Research

The Research Professional Development Workshops were launched towards the end of March 2017. The results of the Workshop Feedback forms indicate the success of the workshop which also provides a solid background for future progress on those workshops.

This issue marks the start of new corner where a series of discussion is born under the title “At the Research Gate”. The aim is to provide an open forum for the ICL Education Group researchers to engage with the latest research trends, exchange ideas and brain storm for future research projects.

Dr Siham El-Kafafi, Research Director

ICL Research Seminars

April Research Seminar Presentation

Exploring the Migrant Experience

Presenter: Craig Rhodes

Presentation Summary:

Craig provided a framework on his proposed research on North Asian Migrant experience starting business in New Zealand.

Background of the study:

In teaching Graduate Diploma (GD) and Post Graduate Diploma (PGD) students, several students have expressed a desire to operate their own businesses as a core part of their migration journey to a successful life in New Zealand.

This anecdotal information poses the question:

Could ICL deliver better/different courses to better match the needs of this type of student?

And in doing so could this represent an opportunity to expand ICL’s GD or PGD offerings?

Aim of Study:

It is proposed to undertake a series of research projects exploring the experiences of existing North Asian migrant business owners to better understand the needs and knowledge deficits facing North Asian Migrants when establishing businesses in New Zealand.

Through better understanding these deficits ICL could potentially structure/restructure programmes to, for example, create a programme such as: Post Graduate Diploma in Business: New Zealand Business Operations.

ICL Research Activities – Research Professional Development Workshops

Title: *“Research Topics Don’t Come from Thin Air”*

Presenters: *Dr Helen Samujh and Dr Siham El-Kafafi*

Date: *March 2017*

Venue: *ICL Education Centre, Lorne St.*

A Pre-Workshop activity was circulated via email along with the invitation to the workshop to guarantee the workshop is interactive and more useful and productive for the participants.

The aim of the workshop was to assist researchers in writing a research question by the end of all activities that took place. Accordingly, the following discussions followed by activities were covered in the workshop:

- Exploration or research?
- Internal and external motivation for conducting research
- How to distinguish between a broad and a narrow research questions?
- Is the research topic do-able?
- Is the research topic practical?
- Significance of the study to the field of inquiry

ICL Research Activities – Conference Presentations

By ICL Staff

Conflict Management Styles in Diverse Workplace: A Case study in Auckland New Zealand

Conference: 38th College of Liberal Arts and Social Sciences (CLASS) Annual Research Conference, University of Guam, 10 March 2017

Presenter: *Dr. Siham El-Kafafi*

Abstract

Conflict is an everyday phenomenon that is displayed in all working domains (Brahnam et al, 2005). Rakhim (2010) defined conflict as an interactive process manifested in incompatibility, dispute or disharmony within or between social entities. It is a circumstance that is established when individuals or groups consciously intend to do a common inharmonious acts

concerning their wants, needs or obligations. Disagreement is essential to conflict, which is characterized actively by trying to damage one another (Nicholson, 1992).

This research reports on a case study in Auckland, New Zealand investigating the conflict management styles being used by managers in a multi-cultural diverse workplace. To highlight the distinct features of the human experience, a qualitative phenomenological approach was used. Analytical research was employed utilizing a semi-structured face to face interviews with the key managers of the case study.

The case analysis revealed that all managers in this specific case study tended to utilize similar conflict management styles among their culturally diverse staff members at their workplace. Furthermore, the research identifies the importance of communication and the most common conflict management style used by management for conflict resolution in a culturally diverse work place.

Keywords: Conflict Management, communication and multi-cultural diverse workplace.

At the Research Gate 2017

Cooperative Education

With the launch of this new corner, I chose to start the discussion about “Cooperative Education”, what does it mean and its benefits on the tertiary education field.

Cooperative education (or **co-operative education**) as defined by Wikipedia is a structured method of combining classroom-based **education** with practical work experience. A **cooperative education** experience, commonly known as a "co-op", provides academic credit for structured job experience.

Ako Aotearoa further explains by stating that Cooperative education takes many forms in New Zealand. However broadly speaking it falls into two general categories. One category is **vocational training**, for example apprenticeships, where the student works in their trade, while undertaking formal training at a training institute, typically a polytechnic, Industry Training Organisation or Private Training Enterprise. The other category is where a **tertiary student as part of their degree** goes out into the relevant workplace, typically over summer break, and documents this experience. The student is assigned a grade for their work and/or report, which forms an essential part of their degree.

I believe that this concept of cooperative education is practiced in ICL Graduate Business School e.g. the Industry Practicum Research Project contained in the Level 7 Graduate Diplomas in Tourism and Hospitality Management, in which the students go through an internship to be able to gain practical experience, after which they write their findings in a research project.

This concept is a win-win for all parties i.e. the students benefit from gaining practical experience and sometimes monetary rewards besides getting training on the job; the employers get to train the employees whom they may choose to offer them permanent jobs afterwards as they get to know the students' capabilities during the internship duration; and finally the tertiary institutes gain through interaction with industry and gaining trust and good reputation.

I am inviting colleagues to share their experiences in relation to this concept adding to the forum of discussion. Perhaps case study research could be conducted on this concept.

Upcoming Academic Conferences for 2017

Conferences in New Zealand and Australia

2017 IIER 107th International Conference on Law and Political Science (ICLPS)

4-5 June 2017, Brisbane, Australia, <http://theiier.org/Conference2017/Australia/3/ICLPS/>

The Academics World 83rd International Conference on Language, Literature and Culture (ICLLC)

4-5 June 2017, Sydney, Australia,

<http://www.academicsworld.org/Conference2017/Australia/2/ICLLC/>

2017 207th IIER International Conference on Applied Physics and Mathematics (ICAPM)

4-5 June 2017, Brisbane, Australia, <http://theiier.org/Conference2017/Australia/3/ICAPM/>

The Academics World 99th International Conference on Language, Literature and Culture (ICLLC)

5-6 July 2017, Melbourne, Australia,

<http://www.academicsworld.org/Conference2017/Australia/3/ICLLC/>

The Academics World 84th International Conference on Language, Literature and Culture (ICLLC)

6-7 June 2017, Auckland, New Zealand,

<http://www.academicsworld.org/Conference2017/NewZealand/1/ICLLC/>

The IRES -134th International Conference on Tourism, Transport, and Logistics (ICTTL)

6-7 June 2017, Wellington, New Zealand,

<http://theires.org/Conference2017/NewZealand/4/ICTTL/>

ISERD – 209th International Conference on Economics, Management and Social Study (ICEMSS) 5-6

July 2017, Hamilton, New Zealand, <http://iserd.co/Conference2017/NewZealand/2/ICEMSS/>

RW-205th International Conference on Arts, Education and Social Science (ICAES)

6-7 July 2017, Auckland, New Zealand,

<http://researchworld.org/Conference2017/NewZealand/3/ICAES/>

2017 IIER 236th International Conference on Advances in Business Management and Information Technology (ICABMIT)

6-7 July 2017, Wellington, New Zealand,

<http://theiier.org/Conference2017/NewZealand/3/ICABMIT/>

ISERD – 219th International Conference on Education and E-Learning (ICEEL)

4-5 August 2017, Sydney, Australia, <http://iserd.co/Conference2017/Australia/6/ICEEL/>

ISERD – 227th International Conference on Economics, Management and Social Study (ICEMSS)

6-7 August 2017, Auckland, New Zealand,

<http://iserd.co/Conference2017/NewZealand/3/ICEMSS/>

The IRES -183rd International Conference on Tourism, Transport, and Logistics (ICTTL)

4-5 September 2017, Sydney, Australia, <http://theires.org/Conference2017/Australia/2/ICTTL/>

ISER-224th International Conference on Advances in Business Management and Information Science (ICABMIS)

5-6 September 2017, Hamilton, New Zealand,
<http://iser.co/Conference2017/NewZealand/4/ICABMIS/>

ISER-238th International Conference on Economics and Business Research (ICEBR-2017)

5-6 September 2017, Hamilton, New Zealand,
<http://iser.co/Conference2017/NewZealand/4/ICEBR/>

ISER-238th International Conference on Economics and Business Research (ICEBR-2017)

5-6 September 2017, Hamilton, New Zealand,
<http://iser.co/Conference2017/NewZealand/4/ICEBR/>

The IRES - 242nd International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E)

6-7 September 2017, Auckland, New Zealand,
<http://theires.org/Conference2017/NewZealand/6/IC4E/>

RW-239th International Conference on Arts, Education and Social Science (ICAES)

6-7 September 2017, Wellington, New Zealand,
<http://researchworld.org/Conference2017/NewZealand/4/ICAES/>

2017 IIER 285th International Conference on Advances in Business Management and Information Technology (ICABMIT)

4-5 October 2017, Sydney, Australia, <http://theiier.org/Conference2017/Australia/4/ICABMIT/>

The IRES - 256th International Conference on E-Education, E-Business, E-Management and E-Learning (IC4E)

4-5 October 2017, Brisbane, Australia, <http://theires.org/Conference2017/Australia/3/IC4E/>

2017 IIER 270th International Conference on Science, Innovation and Management (ICSIM)

6-7 October 2017, Auckland, New Zealand,
<http://theiier.org/Conference2017/NewZealand/4/ICSIM/>

ISER-242nd International Conference on Advances in Business Management and Information Science (ICABMIS)

6-7 October 2017, Wellington, New Zealand,

Conferences Worldwide

International conference on Management, Business, Economics, Social Sciences And Humanities Research (ICMBESHR),

13 May 2017, London, United Kingdom,
<http://ieeeconference.com/Conference2017/5/London/ICMBESHR/>

5th International Conference on Business Management and Social Innovation.(ICBMSI)

14th May 2017, Singapore, <http://wrfer.org/Conference2017/5/Singapore/ICBMSI/>

World Association for Sustainable Development (WASD) 15th International Annual Conference

16-18 May 2017, Bahrain, <http://www.wasd.org.uk/bahrain-2017/>

International conference on Management, Business, Economics, Social Sciences And Humanities Research (ICMBESHR)

21 May, 2017, Mumbai, India, <http://ieeeconference.com/Conference2017/5/Mumbai/ICMBESHR1/>

The ASAR-International Conference on Business, Economics, Social Science and Humanities (ASAR-ICBESSH-2017)

28 May 2017, Chennai, India, <http://www.asar.org.in/Conference2017/4/Chennai/ICBESSH/>

International conference on Management , Business, Economics ,Social Sciences And Humanities Research (ICMBESHR)

11 June 2017, Bangkok, Thailand,

<http://ieeeconference.com/Conference2017/6/Bangkok/ICMBESHR/>

Academicsera – 118th International Conference on Multidisciplinary Research & Practice(ICMRP)

23-24 June 2017, Rome, Italy, <http://academicsera.com/Conference2017/Italy/2/ICMRP/>

International Conference on Business Management and Social Innovation.(ICBMSI)

2 July 2017, Delhi, India, <http://wrfer.org/Conference2017/7/Delhi/ICBMSI/>

International conference on Management, Business, Economics, Social Sciences And Humanities Research (ICMBESHR),

23 July 2017, Kuala Lumpur, Malaysia,

<http://ieeeconference.com/Conference2017/7/KualaLumpur/ICMBESHR1/>

ISER-229th International Conference on Economics and Business Research (ICEBR-2017)

18-19 August 2017, Orlando, United States of America,

<http://iser.co/Conference2017/USA/20/ICEBR/>

7th Annual International Conference on Business Strategy in the Age of Disruption

21-22 August 2017, Singapore, <http://biz-strategy.org/index.html>

ISER-237th International Conference on Economics and Business Research (ICEBR-2017)

3-4 September 2017, Buenos Aires , Argentina,

<http://iser.co/Conference2017/Argentina/1/ICEBR/>

ISER-226th International Conference on Advances in Business Management and Information Science (ICABMIS)

8-9 September 2017, Osaka, Japan, <http://iser.co/Conference2017/Japan/12/ICABMIS/>

ISER-233rd International Conference on Advances in Business Management and Information Science (ICABMIS)

21-22 September 2017, Florence, Italy, <http://iser.co/Conference2017/Italy/3/ICABMIS/>

The 6th Asian Tourism Fair ATFDhaka

28-30 September 2017 at International Convention City Bashundhara ICCB, Dhaka, Bangladesh,

<http://asiantourismfair.net/>

2017 IIER 305th International Conference on Advances in Business Management and Information Technology (ICABMIT)

2-3 November 2017, Abu Dhabi, UAE, <http://theiier.org/Conference2017/UAE/4/ICABMIT/>

10th anniversary of ICERI (10th annual International Conference of Education, Research and Innovation)

16- 18 November 2017, Seville, Spain, <https://conference.researchbib.com/view/event/67965>

7th Annual International Conference On Innovation and Entrepreneurship

27-28 November 2017, Singapore, <http://www.ie-conf.org/index.html>

6th Annual International Conference On Enterprise Marketing and Globalization

11-12 December 2017, Singapore, <http://www.emarketglobal.org/index.html>

Dr Siham El-Kafafi, Director of Research

