

# Research Outlook

## Message from the Chairman

Our Master of Business Informatics was approved by NZQA in September and the first intake started earlier this month with ten students. The MBI marks a significant step forward for ICL, as there are so few other private providers offering Master's degrees. And the MBI itself is unique in New Zealand.



The impact of the MBI on our research activity will be significant, with immediate staff developments as reported below. We are proud of our research record, with ten years of activity, eight of which have been monitored by the Research Advisory Board (RAB), but we have to admit it has often been of a rather eclectic character. Approval of the Master's means that for the first time, our students will also be research active, and our whole emphasis will be focused strongly on our core subjects, in particular informatics and innovation, as well as business in general.

It is appropriate therefore that I take this opportunity to recognize the RAB and thank Dr John Hinchcliff and Prof Ron Newman for their guidance over the last eight years, and Dr Martin East and Dr Thor Besier for theirs over the last two years.

Students at Level 7 and above now form over three-quarters of ICL Graduate Business School. With applications for an MBA and a Postgraduate Diploma in Business Informatics being submitted to NZQA shortly, we expect numbers to rise.

But while our focus is very much on PG, we are delighted that the new level 5 and 6 New Zealand Diplomas in Business have been approved; safeguarding our UG numbers into the future.

A very happy Christmas to all our readers!

**Ewen Mackenzie-Bowie, Chairman**

### In this issue:

ICL Research Focus  
ICL Research Seminars  
Conferences and Workshops  
At the Research Gate – Leadership & Culture  
Future Conferences



## Message from the Director of Research

I would like to welcome Farkhondeh (Ferry) Hassandoust, our latest addition to ICL research-active staff members, who started teaching on the first intake of the Master of Business Informatics.

Ferry is currently researching into information systems security. Further research project collaboration between various staff members is under the way in preparation for a research-active 2018.

Another emerging researcher is Rashmi Kotin, whose paper on analyzing the effects of inward foreign direct investment (FDI) was approved for presentation in January 2018 at the 5<sup>th</sup> Asia-Pacific International Conference at the University of Mumbai in India.

ICL Research activities are now predominantly focused on areas relevant to our delivered graduate, postgraduate and master's programmes.

The Research Gate in this issue will be discussing "Leadership and Culture" as demonstrated via the concept of "disruptive innovation".

***Dr Siham El-Kafafi, Director of Research***

## ICL Research Seminars

### September Research Seminar Presentation

#### *Empirical and Qualitative Research in Business Ethics: A Literature Review*

**Presenter:** Dr Maria Umali

#### **Aim of Study:**

This review objectively summarizes and critiques published research literature relevant to Business Ethics. It purports to create familiarity with current thinking and research on ethical decision making, ethical leadership, ethics education in business schools and issues in the ethical hotspots of business organizations. Results may justify and provide direction to future research into a previously-overlooked or understudied area. Findings may challenge ethics education in business schools as well.

This review is limited to the empirical studies on ethical decision making from 1996 to 2003, qualitative research on ethical leadership from 2004 to 2014 and recent similar articles in business journals. This review utilized databases such as scholar.google.com, EBSCO host discovery and ProQuest. Thirty-eight articles were ultimately selected on the basis of the focus on the four topics that were examined in depth. It delves into the theoretical models, approaches and methodologies used, dependent variables investigated, conclusions and future research directions.

## ICL Research Activities – Conference Presentations

By ICL Staff

### *Exploring airlines' organisational culture: a content analysis of mission and vision statements*

*21st ATRS World Conference held in Antwerp, Belgium, July 5 – 8, 2017*

*Presenter: Dr Bo Lin*

#### **Abstract:**

The concept of organisational culture has been researched in different industries, but it has yet been systematically studied within the aviation context. This study uses the content analysis and competing values model suggested by Kim Cameron and Robert Quinn (1981) to explore organisational culture in the airline industry. The content analysis is first to analyse the mission and vision statements of 38 international airlines selected from the top 100 airlines, following the identification and the categorisation of the key organisational culture attributes presented in the airline mission and vision statements that matched the themes of the competing value model. The study showed that the airline industry has a strong market culture, following by an advocacy and clan culture. The hierarchy culture has the lowest manifestation in the airline industry. This study adds knowledge to air transport literature to understand airline organisational culture in a highly competitive environment, and also provide theoretical foundation for further examination of aviation organisational culture.

**Keywords:** Organisational culture; Content analysis; the competing values model; airline mission and vision statements; International airlines.

### *Apocalypse? No! Maintaining traditional educational values in a disrupted environment*

*World TVET Conference, Queenstown, 12 - 15 September 2017*

*Presenter: Ewen Mackenzie-Bowie*

#### **Summary:**

The presentation analyses the disruption that pervades much of our lives in the 21<sup>st</sup> century. Artificial intelligence, machine learning and other technological developments have had impact on work and study, but they are still to some extent unreliable. In the context of disruption there has emerged an increasingly apocalyptic vision of the traditional teacher-student education model. University lecture rooms are emptying in favour of MOOCs and social media, virtual classes, chat rooms and online teaching are creating ongoing change in the learning environment.

The presentation looks at the current climate of disruption in education worldwide, brought on by technological change, to reflect on the changes and to suggest that they have had, and will continue to have, less impact on the English language teaching sector than on other sectors. The traditional English language teacher will remain the Omega Man of international education.

### ***Art communicating science through a participatory event: Public response to Project °TEMP***

***The Science Communicators' Association of NZ (SCANZ) on 4 December 2017***

***Presenter: Dr Jocelyn Williams***



#### **Summary:**

The presentation reported on the outcomes of a collaborative, interdisciplinary research project conducted in April-May 2017. This was an audience assessment for Project TEMP, an arts/science event to engage the public in ideas about global warming. The team of four researchers (two from Communication Studies, and two from Sciences at Unitec) planned a survey of volunteer TEMP participants conducted by Unitec students as part of their learning, with the purpose of evaluating how successful art and science can be engaging public interest and commitment to changing behaviour.

### ***Project Based Learning: Enhancing Students' Learning Experience***

***Tertiary Education Research in New Zealand (TERNZ) held at Massey University, Palmerston North, New Zealand, 29 November – 1 December 2017***

***Presenter: Dr. Siham El-Kafafi***

#### **Abstract**

This research reflects on the use of project-based learning (PBL) as one of the author's teaching strategies which is grounded in the constructivist approach of teaching which follows Dewey's (1933 as cited by Lee et al., 2010) proposition that experience is the basis of education.

Feedback from employers indicate that students who have been exposed to a project-based learning program fit into the work environment faster and more effectively.

The old-school model of passively learning facts and reciting them out of context is no longer sufficient to prepare students to survive in today's world. Solving highly complex problems requires that students have both fundamental skills (reading, writing, and mathematics) and 21<sup>st</sup>-century skills (teamwork, problem solving, research gathering, time management, information synthesizing, utilizing high-tech tools). With this combination of skills, students become directors and managers of their learning process, guided and mentored by a skilled teacher.

By bringing real-life context and technology to the curriculum through a PBL approach, students are encouraged to become independent workers, critical thinkers, and lifelong learners. Teachers can communicate with administrators, exchange ideas with other teachers and subject-area experts, and communicate with parents, all the while breaking down invisible barriers such as isolation of the classroom, fear of embarking on an unfamiliar process, and lack of assurances of success.

PBL is not just a way of learning; it's a way of working together. The most valuable aspect to it is that it encourages students to learn to take responsibility for their own learning, which will form the basis for the way they work with others in their adult lives.

## At the Research Gate 2017

### Leadership & Culture

*Dr. Siham El-Kafafi*

In this section I would like to share with you some of the information gained from a session while attending the Human Synergistics Conference on the 3<sup>rd</sup> of November 2017 in which the theme was centered around "Leadership & Culture".

The session I have chosen to share with you was presented by Thomas Frey, a futurist, who was discussing issues related to 2030 and beyond. I believe that what Frey discussed affects us all as individuals and organisations; hence, we need to be aware of those changes and prepare ourselves to be part of this change in survive in such a competitive globalized world.

His message was: How future gets created? Future creates the present.

*"If we change people's vision of the future, we change the way they make change today."*

Frey took us down memory lane where he started by discussing in detail the process for choosing the panel for the Nobel Prize until the candidate is chosen. He then continued by stating how all the processes are getting obsolete due to the advancement in technology. He listed several jobs that got eliminated due to technology e.g. elevator operators. Nevertheless, the repairman job still exists. Hence, we are creating human capital.

Frey explained the difference between **"disruptive innovation"** and **"catalytic innovation"**. I discuss those concepts in my classes as they are vital and relevant in preparing my students towards their future careers.

Every time we download a mobile app, we are eliminating a low-level job. On the other hand, we are also eliminating middle management positions by the creation of new software.

One of the interesting innovations discussed by Frey was “**driverless technologies**”. He explained that this will be the most **disruptive innovation**. E.g. Ford, BMW, Waymo by Google, Cedric by Volkswagen at a show held a few months ago in Geneva, and also the self-driving Tesla.

We have to develop a high level of trust to use this technology, and this will take time. Volvo announced the “Death-proof car” to be launched by 2020. We also have to consider that lots of services will be disappearing and airports will be affected accordingly and cities will be losing revenue by losing car parks.

The following are some examples of the changes that will affect parking due to **disruptive innovation** i.e. they may totally vanish:

- Parking lots
- Parking garages
- Parking tickets
- Valet services
- Parallel parking
- Parking meters
- Handicap parking

Further examples resulting from “Driverless Car Changes”:

- Mostly one person vehicle
- Queuing stations in front of most major buildings
- Electric cars will dominate
- Driverless highways by 2035
- Life expectancy of autonomous cars will be less than 1 year
- One autonomous car will replace 30 traditional cars
- Only 15,000 autonomous cars will replace 50% of peak computer traffic for a city of 1 million people

Even though the whole session was about innovation, it was an adequate starter for the conference and suited the conference theme; i.e. we need the right style of leadership that believes in a culture of innovation. Leaders who are advocates of innovation will make sure that the whole organization fosters an innovative culture practiced by all staff members by providing the suitable support for it to flourish e.g. a reward system to encourage and motivate employees to be creative and innovative in the workplace.

## Upcoming Academic Conferences for 2018

### Conferences in New Zealand and Australia

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**Australia and New Zealand International Business Academy (ANZIBA) 2018 Annual Conference**, 31 January – 2 February 2018, University of Queensland, Brisbane, Australia.  
<http://www.anziba.org/past-events/>

**2018 TRENZ**, New Zealand's biggest annual international tourism showcase, will be held in Dunedin for the first time in 2018. <https://tia.org.nz/events/trenz-2018/>

**Leading through Excellence and Innovation 2018 Conference**, 5- 8 March 2018, Melbourne, Australia. <https://www.eventbrite.com.au/e/leading-through-excellence-and-innovation-conference-2018-tickets-36947540087?aff=es2>

**Melbourne 18th International Conference on “Business, Economics, Social Sciences & Humanities, BESSH**, 16-17 April 2018, Melbourne, Australia.  
<https://www.eventbrite.com/e/melbourne-18th-international-conference-on-business-economics-social-science-humanities-bessh-2018-tickets-39720659562?aff=es2>

**16th ANZAM Operations, Supply Chain and Services Management Symposium** – 3-5 June 2018, Brisbane, Australia, <https://www.anzam.org/2017/12/papers/16th-anzam-operations-supply-chain-services-management-symposium-brisbane-3-5-june-2018/>

**Climate Change & Business Conference**, 9-10 October 2018, Auckland, New Zealand.  
<http://www.climateandbusiness.com/>

**ANZAM Australian & New Zealand Academy of Management Conference 2018**, 5-7 December 2018 – Auckland, New Zealand (Hosted by Massey University,  
<https://www.anzam.org/events/types/events-conference/>

### Conferences Worldwide

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**World Association for Sustainable Development (WASD) 16<sup>th</sup> International Annual Conference** co-organized and hosted by the [United Nations Joint Inspection Unit \(JIU\)](#), Geneva, [Palais de Nations](#), 10-12 April 2018. <http://www.wasd.org.uk/geneva2018/>

**Hongkong 33rd International Conference on Business, Economics, Social Science & Humanities- BESSH-2018**, 16-17 April 2018 Hongkong.  
<https://www.eventbrite.com/e/hongkong-33rd-international-conference-on-business-economics-social-science-humanities-bessh-2018-tickets-41274611474?aff=erelpanelorg>

**Bali 33rd International Conference on “Business, Economics, Social Science & Humanities- BESSH-2018”**, 23-24 April 2018, Bali, Indonesia. <https://www.eventbrite.com/e/bali-33rd->



[international-conference-on-business-economics-social-science-humanities-bessh-2018-april-tickets-41274723810?aff=erelpanelorg](https://www.eventbrite.com/e/shanghai-34th-international-conference-on-business-economics-social-science-humanities-bessh-2018-april-tickets-41274723810?aff=erelpanelorg)

**Shanghai 34th International Conference on “Business, Economics, Social Science & Humanities- BESSH-2018”,** 25-26 April 2018, Shanghai, China.  
<https://www.eventbrite.com/e/shanghai-34th-international-conference-on-business-economics-social-science-humanities-bessh-2018-tickets-41274507162?aff=erelpanelorg>

**The 14th World Congress of IFSAM, jointly organized by International Federation of Scholarly Associations of Management (IFSAM), IFSAM Chinese Committee, and Shanghai International Studies University (SISU),** is to be held in Shanghai, China 8 June -10 June 2018.  
<https://www.anzam.org/2017/12/papers/ifsam-2018-world-congress/>

Dr Siham El-Kafafi, Director of Research

