

# Research Outlook

## Message from the Chairman

We are sad to see the departure of our Principal Wayne Dyer, after nine years at ICL. Wayne was a stalwart of academic excellence and quality control and we will miss him. It is largely to his credit that we have four Category 1 schools and a Graduate Business School that looks very different from when he started in 2012.



One of the casualties of Covid-19 is the uncertainty and consequent difficulty in planning and concentrating. But as you can see from this edition of Research Outlook, ICL Graduate Business School continues with its research activity. As predicted the drop in student numbers has stalled and September will actually see a small increase, which we hope will mark the start of a recovery trend. But it will be next year before we get back to the 500 students we had before Covid struck. On a sober note, one of the reasons for our early recovery is the demise of other schools, and never before has our dedication to quality and academic rigour been so important.

Some happy news is to welcome Markus Klose as our new Academic Director. Markus has a distinguished background in academic leadership and research, including visiting professor roles at universities in Canada and Germany. His message follows this. Our belts remain tight, but we see a glimmer of light ahead. Take care and be kind!

*Ewen Mackenzie-Bowie, Chairman*

### IN THIS ISSUE

▪ News from the Academic Director	2
▪ ICL Research Seminars	3
▪ ICL Expertise in the International Arena	4
▪ Research Undertaken by MBI Students	5
▪ A Story from an MBI Student	6

## Welcome to the August 2020 research update!

It has certainly been a busy and challenging time since ICL published the last research update. My own start at ICL coincided with the organization undergoing significant changes caused by the omnipresent Covid-19 global pandemic.

Similarly to many other organizations Covid-19 has influenced our operation significantly. Our students and academic staff moved from face-to-face teaching to online learning literally overnight, followed by face-to-face teaching under Alert level 2 protocols. We enjoyed going back to 'normal' operations for more than 100 days under Alert level 1 before Auckland was again under Alert level 3, resulting - again - in online delivery for our students.

We expected and planned for many disruptions and problems the new, seemingly constant change of delivery modes might cause for our students and lecturers alike.

It is, however, with a sense of pride that we now realize both our students and academic team are incredibly resilient and manage anything the public health crisis might throw at them.

Research proposals, assignments and projects for the graduate qualification continue to be written and composed. The lecturing team continues to work with students with the same care and diligence as before providing high quality supervision and mentorship, albeit communication channels and technologies change frequently depending on the situation. Our research team continues to work on their research projects and outputs.

In summary, I couldn't be more happy to have inherited such a professional team.

One challenge for producing research outputs has been the cancellation of many research symposia and conferences. The team took this obstacle as an opportunity to convert planned, peer-reviewed conference contributions into peer-reviewed academic journal contributions. I commend the research team for their positive outlook and attitude towards their research work.

This positive outlook is not only reflected in individuals of the team, however. ICL Education Group is committed to further strengthening study programmes and to investing in a larger portfolio of graduate programmes. We look forward to welcoming NZQA accreditation panels for a new Master of Management degree in September, and for a new Graduate Diploma in Teaching (Early Childhood Education) in late October 2020. Investing in new study programmes in these challenging times reflects ICL's commitment to quality education.

Ngā mihi nui,

Markus Klose

Academic Director - ICL Graduate Business School

## ICL Research Seminars

Research active staff and those with interest in research regularly gather at seminars. Meripa Toso, ECE lecturer, shared her research paper with the ICL GBS team in June. More research sharing sessions are scheduled for the rest of the year 2020.

Presenter	Topic
Meripa Toso	<p data-bbox="667 533 1150 566"><b>O le Va o le tautua: The space of service</b></p> <p data-bbox="719 651 1098 685"><b>Tapena sou oso mol au malaga</b></p> <p data-bbox="675 712 1141 745"><b>Prepare yourself a gift for your travels</b></p> <p data-bbox="671 772 1144 806"><b>(Samoan Language Week autu/theme)</b></p> <p data-bbox="855 891 960 925"><b>Abstract</b></p> <p data-bbox="344 952 1474 1601">This presentation outlines that O le Va o le tautua: the space of service in education is an essential reconceptualization of culturally responsive and inclusive teacher practice. Drawing from the model of 'O le Maea Malosi'(Sauni &amp; Toso, 2010), a discussion is proposed that understandings of leadership is value and belief based from Pasifika epistemological and ontological perspectives. A five year project was carried out from 2005 – 2008 which concentrated on student success in teacher education (ECE) educators studying for a required degree qualification while living in a rural community. This is a story about developing tertiary teaching and leadership with learning methods that supported individual success in degree-level studies but also whole-cohort success and community aspirations (Airini et al, 2010). The critical role of signature pedagogies (Shalman, 2005,a,b) in shaping the character of practice and the values, hopes in distance education with Pasifika peoples. The utilization of the Va is central to supporting promising practices (Parker, 2007) which support Pasifika education within political, local and individual contexts, which in turn influence, surface, deep and implicit structures characteristic of signature pedagogies. O le Maea Malosi affirms what signature practices outlines and shows relevance of the fourth structure, that of partnership. O le Va o le tautua is the culmination of how service becomes the space of leadership from a Pasifika conceptualization for today's promising and best teacher practice.</p> <p data-bbox="344 1686 1257 1720">Key words: leadership, maea malosi, promising practices, service, tautua, Va</p>



*Meripa presenting her research paper 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.

## ICL EXPERTISE IN THE INTERNATIONAL ARENA

### **Cloud Surfing: A General Comparison of Cloud Identity Guidelines**

Dr Abid Shazad, ICL Business lecturer, presented a research paper titled "Cloud Surfing: A General Comparison of Cloud Identity Guidelines" at 26th Americas Conference on Information Systems (AMCIS). This was a joint research paper with Brian Cusack at AUT, Hanif Deylami at AUT, and Eghbal at Whitireia Polytechnic. This paper intends to illuminate and discusses in more detail three legislative acts: ENISA, CSA and NIST. These guidelines address the significant business and technical decisions that need to be considered by an organization seeking to implement the IAM component of Security as a Service (SecaaS) as a part of the cloud environment, or an organization that is looking for guidance on how to assess an IAM offering. The current paper provides a brief description of

all three legislative acts, a high-level comparison of suggested and/or mandated guidelines (highlighting gaps and overlaps) and suggests a possible threshold model that may incorporate security settings that satisfy the requirements of all three legislative acts.

*Congratulations Abid, Brian, Hanif and Eghbal !*

### **IFSW 2020 World Conference, July 15-19**

ICL Business lecturer Dr. Maria Concepcion V. Umali presented her two papers titled "Reimagining and Optimizing Social Work Practices for Global Competitiveness and Sustainable future goals" and "Cultural Sustainability in Business Education: The Aotearoa New Zealand Experience" at the IFSW conference. Her research papers have been featured in two concurrent sessions and a panel discussion.

*Congratulations Maria!*

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

The Master in Business Informatics (MBI) cohort eight have finished their final Applied Project Research Project Reports of 15,000-20,000 words under supervisors in June 2020. These research projects have been successfully completed and submitted on time. The students have investigated some interesting and relevant areas:

Research Topics	Researcher	Supervisor
The use of social media to address COVID-19 by the MBIE New Zealand	WenJiao Liu	Dr Zarqa Shaheen
Impacts of cloud computing on Microsoft's customer satisfaction	Chao Zhang	Dr Zarqa Shaheen
Objected-oriented marketing: The AI style of marketing in Chinese companies	Xiaoyang Wu	Dr Syed Jamali
Consumer reviews on use of mobile payment in Chinese retail industry	Jing Zou	Dr Maria Umali
Precision Marketing for WeChat in the Catering Industry	Jiaqing Chen	Dr Maria Umali
The study of customer acceptance of smart speaker	Ziwen Li	Dr Bo Lin
The impact of online review on the marketing strategy of Gongcha bubble tea shop in New Zealand	Bing Hu	Dr Ahmad Wedyan
Identifying customer satisfaction of e-commerce service based on online review: Using Alibaba and Amazon as examples	Ni Zhang	Dr Ahmad Wedyan
The effect of social influencer on consumer behaviour: A case study of top YouTube celebrity	Dan Li	Dr Bo Lin
The impacts of using Virtual Reality and augmented reality in surgical procedures in Healthcare.	Hetal Gor	Dr Abid Shahzad
The influence of Facebook advertising on fashion business in New Zealand	Thi Van Nguyen	Dr Dayal Talukder



I

## A Story from Cosmo Wu

### MBI Cohort 8

The story begins in an out-of-the-way rural village 25 years ago. When I was young, besides, to go to school, I also had to help my family with some farm work. In school, I have never been a good student who loves to learn, but growing up in the vast countryside makes me very fond of figuring out the laws of operation of natural things. So, I chose a computer as my best friend in my youth. Naturally, I chose computer science as my major at my university.



In the work process after graduation, I found that when the project is small, your team does not need many programmers. But when the project grows up, how to make a team play a true level? This is the first consideration for the team leader. It doesn't matter, your technology stack choice or your organizational structure. As a result, I found that I lacked management experience in the development process. Therefore, the demand for developers to improve management has become a common demand in contemporary technology companies. In 2019, I embarked on the path of self-improvement. How to equip me with cross-professional knowledge that combines information and management has become a major consideration for me.

The difficulty is that this is almost a brand new major, so few schools offer courses like this. After some searching, I was very excited when I heard that a

country far away on the other side of the ocean had such a school offering MBI courses. Without any hesitation, I chose to go to beautiful New Zealand to study the MBI course at ICL.

Unlike China's giving education method, ICL is free. Teachers will start from the ultimate goal of a course to inspire us on how to achieve the goal, not just a story of teaching and learning. The courses related to Digital transformation and innovation have allowed me to understand from a macro perspective what the future enterprise needs, how the product should be developed, and the final form of the future enterprise. At the same time, the management subjects gave me a detailed understanding of the full-cycle management of product development. For an 18-month master's program, the MBI course perfectly solved my demand for improvement.

After 18 months of study, I have now successfully graduated and become a senior software engineer at Vodafone. The difference from 2 years ago is that I already have all the skills in the entire life cycle of software development, including but not limited to architecture, management, and deployment. Thank you, my mentor, Dr Syed Jamali, thank ICL, and thank everyone who is fighting on the road.

At last, to share with you a poem from Nobel Prize winner Tu Youyou.

*Don't chase a horse,*

*Use the time to plant grass.*

*When the spring blossoms, there will be a group of horses for you to choose.*