

Research Outlook

Message from the Chairman

I write this message literally from afar; visiting Europe on a trip postponed for two years. The return to normality post-Covid I have witnessed in the UK, France, Germany, Italy and Spain is dramatic and almost complete. People are supposed to wear masks on public transport and that is all, and it's only enforced in Italy and Germany.

Our government continues with its abundance of caution and we risk falling at the first hurdle of global reopening. We are doing well enough out of the Cohort 4 border exemptions and have a handy number of new arrivals landing over the next three months for our language schools and the Graduate Business School, but really this is a tinkering gesture to buy more time while Immigration NZ gets itself re-established. Not for the first time in the pandemic, the government has pretended that its action is a deliberate policy, where it is actually a cover for an absence of planning. But in spite of continued border closure, our numbers are bearing up, with over 250 across the group, although they are likely to ease through graduations before the number of new arrivals kicks in.

As always 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 teams 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. We are so proud of our research activity and look forward shortly to the publication of the next ICL Journal.

Ewen Mackenzie-Bowie, Chairman



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Welcome to the May 2022 research update!

It is hard to believe that we are nearing the half-year mark of 2022 already. Time flies and we have been really busy over the last months.

We had two very positive monitoring visits for our graduate and postgraduate study programmes in late January 2022, and currently prepare for the NZQA External Evaluation Review (EER) that is scheduled for July 2022. Our monitor, Dr Chris Moore, commended ICL Graduate Business School for our achievements and strong position in the face of very difficult and challenging times for the New Zealand tertiary education sector.



To quote Dr Chris Moore *“ICL is to be commended for maintaining its full support for the research environment throughout the pandemic. Despite the fall in student numbers and revenue, staff reductions, the extra workload of moving to online delivery, lecturers retained their one research day per week. The Research Advisory Board, ICL Research Committee, and the Ethics Committee, supported by regular research meetings continued to oversee, advise, and guide research, allocate funding for research and conference attendance, organize in-house seminars for research presentations by invited academics, ICL lecturers, and postgraduate students.”*

I am particularly proud of our excellent team of lecturers who continue to show their strong commitment and support to our learners, and their respective research activities. It is important to note that our team not only conducts and publishes high-level research; our students benefit from these activities, since all our research – including our Level 9 students’ research – informs our teaching and curriculum activities.

I mentioned in the last Research Outlook that we heavily invested in state-of-the-art technology to teach our online students onshore and offshore. We followed up with professional development sessions concerning online technologies, and pedagogical approaches to cater for the so-called hybrid classroom, where we facilitate face-to-face learners as well as online learners. Our team of lecturers is now able to provide a high-level teaching and learning environment for both worlds, virtual and physical, and we are well equipped to cater for the different needs of our learners. Again, it is the team who makes this happen, and I could not be more grateful for their enthusiasm and professionalism.

In July 2022, we will see our first cohort of Graduate Diploma in Teaching (ECE) students graduate from their study programme. Many of them have job offers lined up after graduation, and I am sure they will make a positive contribution to the Early Childhood Education industry in Aotearoa New Zealand, and tamariki’s learning journey.

To our ECE graduates, I’d like to say “haere rā e ngā mihi nui ki a koe, ka pai tō mahi” – goodbye from ICL and thank you for your good work at ICL! We wish you well.

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

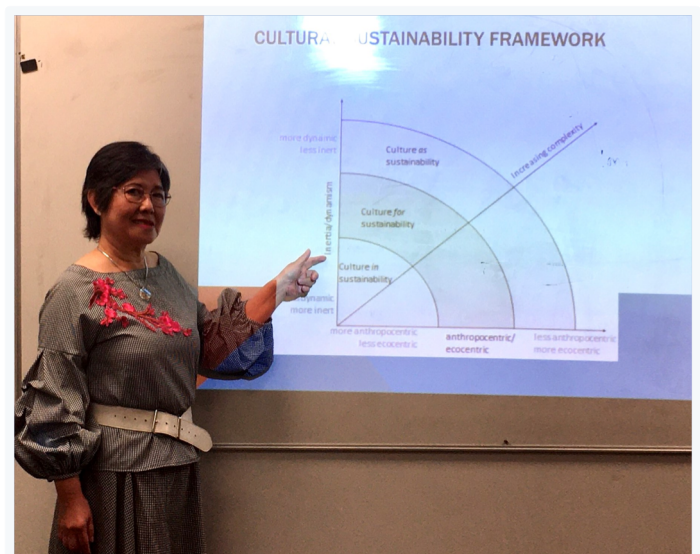
ICL Research Seminars

Research active staff and those with research interests regularly gather at research 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 January to April 2022. More research-sharing sessions are scheduled in 2022.

Presenter	Topic	Date
Dr Maria Umali	<p>Cultural sustainability of business education: the Aotearoa NZ experience</p> <p>Abstract</p> <p>Inspired by Afrin's study (2019) on cultural sustainability within the early childhood teacher education programmes using the socio-cultural framework of Soini and Dessein (2016), this research aims to descriptively explore the cultural sustainability of business education in Aotearoa. Thirty-two lecturers from four Tertiary Education Organizations (TEOs) were interviewed. Four cohorts of students from the same TEOs participated in focus groups.</p> <p>Using thematic analysis, nine elements were identified and analyzed. Five are elements of culture as sustainability while four are elements of culture for sustainability. Implications for ako in business education programmes were drawn and expressed in pedagogical reflective queries for business lecturers to ponder. Findings are contextual to Aotearoa, while global trends in relation to business education were considered in the discussion.</p>	January 2022
Dr Paula Ray	<p>Role of the Frenemy: AI insights into data mining and data storage</p> <p>Abstract</p> <p>With each passing day, the information overload that we are experiencing is turning us into 'infogluts' (Andrejevic, 2013). We are surrounded by Google's constant profiling of its users. The information gathered is then sold to businesses to help put together marketing strategies. Social media platforms like Facebook also monitor user preferences and amass profit by selling this data to advertisers. While we are solely responsible for providing such information, certain behind-the-scenes 'actors' are using the same data to coax us into giving away more information about us. This paper aims to unpack these processes and discuss the role AI plays in making sense of this data-driven world.</p> <p>As a consequence of this dataveillance, there has been a fundamental transformation in human interactions, giving rise to a 'sensor society' (Andrejevic, 2015), "increasing passive-ication of interactivity" (p.1). This has made possible an increased presence of AI in our lives, in the form of smartphones, digital cameras, drones and other electronic devices, that create new opportunities for surveillance. We trust digital platforms more than humans and engage in orbicular consumption – we see, desire and buy a product even before we realise that we want it. The messy data thus created, is efficiently sorted by AI and mined to create algorithmic strategies that would tease out further consumption.</p>	March 2022

	<p>Critics argue that AI has created techno-legal gaps that need to be addressed by policy-makers. Consumer profiling by Google and third-party surveillance by Facebook are some of the prime examples of these gaps in the system. But I argue that AI is not a stranger to us; we have been friends for decades now. Then, why this sudden negativity towards an old friendship? What made us fall apart, and what's the way ahead? These are some of the questions this paper would address.</p>	
<p>ICL ECE Team- Mentored by Matua Markus Klose</p>	<p>The Quest to learn more in ECE contexts within Aotearoa New Zealand: A case of ICL Abstract</p> <p>This presentation outlines the pending research that seeks an understanding of learners' perspectives and knowledge concerning early childhood education within Aotearoa, New Zealand. This history of early childhood education (ECE) within Aotearoa, New Zealand spans before the Treaty of Waitangi when whanau systems nurtured their tamariki within iwi, hapu and whanau contexts. Documentation of ECE has outlined a range of early learning contexts that began from the charitable systems of noting kaiako from the different spiritual affiliations within Aotearoa, New Zealand. Over time, early learning services have changed and developed following the political, social-cultural and economic influences. This has impacted on policy directives which are now documented as compliance measures for each ECE context. Kaiako training and registration systems are dependent on the Ministry of Education and Teaching Council guidelines for those who endeavor to teach within the ECE context as a career choice. This quantitative and qualitative action research seeks to address today's students' perspectives and understandings of a contemporary view of the ECE contexts day. Questions for consideration are: Who am I? positioning ourselves within space the time using Spiritual Pedagogy); What is the importance of a teacher/Kaiako and the need for them to be 'good (Toa); what is leadership in ECE from the students' perspectives? The quest to learn more in the ECE context within Aotearoa New Zealand needs attention for a post materialistic view of theory informing practice in this Covid-19 era.</p> <p>Keywords: critical spiritual pedagogy, early childhood education, Kaiako/teacher, rangatiratanga/leadership</p>	<p>April 2022</p>

These sessions help boost ICL's research culture. They allow discussing possible collaborative projects and exploring research topics arising from previous recommendations.



Dr Maria Umali at an ICL research seminar

Professional Development

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

Rashmi Kotin, ICLGBS Lecturer, attended the Academy of International Business, Journals Webinar: Theorizing from Case Studies in IB Research; online via Zoom on February 2 2022; Webinar by AUT Ethics Committee (AUTEC) - Ethical Principles in the Design of Your Research - by Charles Grinter, Ethics Advisor, AUTEC, in 28th of February, 2022; Webinar: Context Matters: Entrepreneurial Ecosystem Dynamics and IB Research by Georgia State University, the USA in March, 2022; PhD Seminar from AUT Business, Economics and Law: Organizing for success: insights on managing research projects during and after PhD and also Invited as a Sessions Chair (Judge) for Research Paper/Case Competition organized by AMITY UNIVERSITY during INBUSH ERA WORLD SUMMIT 2022 in February 2022.

Dr Maria Concepcion V. Umali, ICLGBS Lecturer, attended a series of webinars in March 2022 on research integrity, online networks analysis and cultural issues in research design.

- On 16 March 2022, she participated and enjoyed an excellent turnout for the first regional webcast of the year hosted by Chukwudi Ogoh, Technologies Consultant, Assessment Solutions, Asia-Pacific Turnitin, on the topic: “approaches to research integrity and what it means to research innovation.” The resource persons were Dr Daniel Barr, principal research integrity advisor, RMIT University and Dr David Blades, senior coordinator, Research Integrity and Governance, RMIT University. This webinar was sponsored by the Asia Pacific Turnitin Team in Melbourne, Australia.

- On 17 March 2022, Dr Umali attended “*Analyzing online networks with VOSON Lab Tools*”.

Professor Robert Ackland, Francisca Borquez and Bryan Gertzel provided an overview of methods and research used to study online networks of political discussion on social media (Twitter, Hyperlinks, Reddit) using data collected with the VOSON lab suite of open-source R tools. They also presented a live demo of Voson dash, an interactive R shine web application for collecting, visualizing, and analyzing social media network data. Sage Publishing sponsors this webinar.

- On 24 March 2022, Dr Umali joined the webinar on “*Understanding Cultural Issues in Research Design*” with Dr Rebecca Bayeck, Dr Spencer Greenhalgh, Dr Arceli Rosario, and Dr Tutaleni Asino. Sage Publishing sponsored this webinar.

Dr Paula Ray, Programme Manager (Postgraduate), attended an online seminar on “Skills Required for Future Employment, TechTalk” on March 31, 2022. The resource persons were Michelle Ballard, Director at Grow Group; Robyn Kamira, Deputy President at ITPNZ; Susan Bennett, Head of School at Unitec. She was also the reviewer of 'COVID-19 and Quality in Indigenous Tertiary Education' in the book Promoting Diversity, Equity, and Inclusion for Women After the COVID-19 Pandemic. IGI Global Publishers.

Bindu Bansal, the ECE lecturer, started her tertiary teaching course at Open Polytechnic. Some academic staff are also pursuing their Certificate in Adult Education and Training L4 and aim to complete the course this year.

ICLGBS staff also participated in several workshops on Hybrid Teaching conducted by James Buckingham, eLearning Coordinator, ICL Education Group.

ICL'S EXPERTISE IN THE INTERNATIONAL ARENA

Conference: Australia and New Zealand International Business Academy (ANZIBA), 21-23 February 2022, New Zealand

Dr Zarqa Shaheen Ali, ICLGBS Senior Lecturer and Michele Akoorie, Research Professor, and Niroshini Arachchi, ICL Graduate, presented a research paper titled *"Got an app to ride?: A qualitative study of UBER driver experiences in Auckland, New Zealand"* at the Australia and New Zealand International Business Academy (ANZIBA) Annual Conference, 21-23 February 2022 in Wellington.

The main research objectives of this study were to understand how customer behaviour, policies, procedures, rules, and regulations of Uber Inc. impact the satisfaction of Uber drivers operating in Auckland, New Zealand and how the quality of Uber service could be improved. The method selected for the data analysis of this study was thematic analysis. Thematic analysis was applied to a set of texts, in this case interview scripts. The researcher used NVivo-12

software to conduct thematic analysis. NVivo is a qualitative data analysis (QDA) computer software package produced by QSR International. This helped the qualitative researcher to organize, analyze and discover insights from the qualitative data and understand the conceptual and theoretical issues generated during the study. In the discussion section, we found that the participants were largely satisfied with income, working hours, and other perks. However, some drivers faced racial discrimination, and driver safety was sometimes at risk. Drivers felt Uber needed to improve its app, improve its ratings' review process, make policy changes transparently, and give drivers the status of an employee rather than an independent contractor, following similar changes which have been made to Uber employee status in other countries where Uber operates.

Keywords: Uber drivers, working experience, employee satisfaction, New Zealand

Congratulations Niroshini, Zarqa and Michele!

Research Projects Conducted by Master of Business Informatics (MBI)

Cohort 17 (30 August– 18 December 2021), Cohort 18 (26 October 2021 – February 2022) and Cohort 19 ((January – April 2022) 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
Riddhi Thummar	Opinion of New Zealanders about the use of COVID-19 vaccine certificate for unrestricted travel.	Dr Zarqa Shaheen
MingTao	BDA experts' perspective on leveraging public transport big data to improve passengers' experiences in Beijing.	Dr Maria Umali
Jing Yang	Healthcare mobile applications development: Middle-aged population's demand in Auckland in New Zealand.	Dr Syed Jamali
Kebing Liu	Mobile technology for Improvements to Auckland Public Transportation Services.	Dr Dayal Talukder
Lijun Zou	What motivates consumers to shop via live stream e-commerce?	Dr Paula Ray

Xianghui Li	The impact of solar energy on consumers in Aotearoa, New Zealand.	Dr Abid Shahzad
Li Zhang	Research on the application of precision marketing in B2C with big data – a case study of Amazon	Dr Michele Akoori
Jacobus Chrispardus	The effect of social media on the value and volatility of cryptocurrency.	Dr Abid Shahzad
Jiawen Yuan	How will cryptocurrency affect New Zealanders' investment decisions?	Dr Michele Akoori
Danitz Baeza	The COVID-19 pandemic effect on user behaviour towards digital platforms for tourism	Dr Zarqa Shaheen
Francisco Torres	The effect on Fitness Tracker user's physical activity engagement, motivation, and behaviour adoption by sharing workout results on Instagram.	Dr Syed Jamali
Karishma Parmar	The usage of online platforms by international students to choose New Zealand as an education destination	Dr Syed Jamali
Hao Wu	Perception of consumers on virtual fitting room for the clothing industry in New Zealand in Covid-19.	Dr Dayal Talukder
Ramesh Bhandari	An analysis of the impact of remote monitoring technology on the efficiency and sustainability of food supply chains in New Zealand	Dr Dayal Talukder
Dan Yang	Perceived usability of Internet banking during the time of pandemic: A case study of Kiwi Bank.	Dr Paula Ray
Daniela Casas Zamora	The impact of recruitment software tools on inclusive recruitment in New Zealand.	Dr Paula Ray
Ismat Jahan Nishu	Parents' perspective using educational software in early childhood education (ECE) to support children's learning during Covid-19 lockdown in Auckland, New Zealand.	Lakshmi Chellapan
Mandeep Kaur	Use of digital platforms by early childhood education teachers to support literacy experiences in Aotearoa, New Zealand.	Bindu Bansal
Hongsea Hout	Factors Influencing Consumers to Purchase Houseplants through Online Platforms during COVID-19 Pandemic.	Dr Zarqa Shaheen
Rupinder Kaur	Role of mobile banking in customer satisfaction in New Zealand.	Dr Ahmad Wedyan
Vinisha Jadhav	Exploring the critical challenges and factors affecting the use of e-learning systems during Covid-19 in India.	Bindu Bansal
Gurbinder Grewal	Analysis of the impact of consumer savings behaviour on Bitcoin transactions.	Dr Dayal Talukder
Nevin Jiwani	Cloud-based services adoption and usage by medium-sized businesses in New Zealand.	Dr Syed Jamali
Xian Wang	The impact of self-checkout service on customers' experiences at Countdown supermarkets in Auckland.	Dr Paula Ray

Kinchit Vijay Shah	Tourism Professionals' perspective on virtual tours and the future of the tourism industry in New Zealand.	Dr Maria Umali
Anjana Thomas	The impact of digital marketing on New Zealand residential housing construction business' financial performance in the COVID era.	Dr Maria Umali
Sawati Mullapati	Customer satisfaction towards self-service kiosks in hotels in India.	Dr Syed Jamali
Christopher Pineda	Cyber security awareness for remote workers during the COVID -19 pandemic in New Zealand.	Dr Michele Akoorie
Zeng Yao	The information security awareness among the public in New Zealand when ordering food online during the lockdown.	Dr Michele Akoorie

Publications

Ali, Z. S. & Dang, D. (2022). Factors impacting the use of the NZ COVID Tracer application in New Zealand. Smart Health. 22 (Elsevier Journal)

Ali, Z. S. (2022). WeChat's impact on online purchase intention of fast-moving consumer goods. International Journal of Asian Business and Information Management.

Ali, Z. S. & Cai, H. L. (2022). Who decides where to go for a coffee? Electronic word of mouth and consumers' purchase intention. Journal of Marketing Strategies.

A Story from Hongsea Hout



I am Hongsea HOUT, a master's graduate in business informatics. Pursuing a master's degree overseas was my dream when I was a kid, and now it has come true.

It is a pleasurable journey to pursue tertiary education in New Zealand as I have improved many things, including personal development and career development.

One of the challenges of this course was the applied project, which required me to do a lot of research and writing; however, I overcame it. One big lesson I have learned is that obtaining a degree overseas with a good grade does not determine success in life, but determination, commitment, and gratefulness do. Finally, I would like to thank my parents, auntie, family, friends, ICL team, and my supportive supervisor, Dr Zarqa Shaheen, for their physical, mental, and emotional support on every occasion that I have encountered. Your support means a lot to me.

Editor: Dr Syed Jamali