

# Research Outlook

## Message from the Chairman

2022 brought the world a raft of new challenges and 2023 will see these develop, change and retract until we all find what the “new normal” of post-Covid-19 looks like. It will have opportunities as well as threats and we must work together to grasp the former and duck the latter!

Already our Graduate Business School numbers are beginning to rise, with an especially strong performance from the Graduate Diploma in Teaching (ECE). The GD exudes quality as well as quantity: in November, we had the first degree monitoring visit and the report is excellent, with the telling concluding remarks: “The programme is being delivered as approved. I do not have any recommendations or suggestions to make to the team.” Congratulations to the ECE team led by Markus and Meripa for this very fine result.



We had a wonderful graduation ceremony on 13th December at the Pioneer Women’s Hall. The room was full of graduates and their whanau and we had an inspirational keynote speech from Prof Thor Besier, Chair of our Research Advisory Board. We also had a moving and empathetic speech from Atimata Nemaia, an ECE graduate, followed by three awards for the best-performing students in ECE, Business/Informatics and Research. Graduation ceremonies are important opportunities to recognise our students’ achievements, and because there wasn’t enough space to host all our graduates, we will be holding an additional undergraduate ceremony early in 2023 for the NZDB and NZCEL graduates.

I would like to wish all our staff a very happy Christmas and a successful New Year. 2023 will be fun!

Ewen Mackenzie-Bowie, Chairman

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## Welcome to the December 2022 research update!

With the end of the year nearing, it is a tradition to reflect on the year that has been and to plan for the year ahead.

2022 was – once again – a very successful year for ICL Graduate Business School. We look back at very successful monitoring visits for all our graduate and postgraduate study programmes and an excellent outcome for our school's EER (the NZQA External Evaluation and Review).

The monitors' and the EER evaluators' reports could not have been any better and confirm our high academic standards and excellent outcomes for our graduates. Our success is largely due to our excellent teams in academia, administration, and student support. I would like to take the opportunity to thank all teams for their contribution and dedication to ICL.

2022 was also a year that finally allowed us to celebrate our successes by coming together in person for the graduation ceremony, face-to-face staff meetings and functions, and the Christmas Party. After a long time of lockdowns, online teaching, and physical distancing, experiencing a sense of community and comradeship feels better than ever.

Due to the opening of our New Zealand borders to international students, ICL Graduate Business School has started to experience a growth in student numbers. While such growth was relatively modest during the last quarter of 2022, we now see a huge influx of student applications for our 2023 intakes. We look forward to welcoming new students to our study programmes and to our ICL Graduate Business School whanau!

We plan many exciting projects for 2023. Our research staff and research students will attend in person international conferences to present their research outputs and findings. We also plan new study programmes and initiatives that are aligned with skills shortages and employment growth markets in New Zealand.

We are well positioned to make 2023 a very successful year and look forward to many exciting opportunities ahead.

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. Here are some exciting research papers presented by academic staff from September to December 2022. More research-sharing sessions are scheduled in 2023.

Presenter	Topic	Date
Professor Michele Akoorie	<p><b>Reflections on some pervasive myths observed in the scholarly field of International Business/Management</b></p> <p><b>Abstract</b></p> <p>The focus of this paper is to address some pervasive myths I have observed during my somewhat lengthy career in academia, particularly those which appear in the scholarly field of International Business/International Management. The first of these myths is the myth of the compounding error. A compounding error is where an original academic study uses figures obtained from a survey, which are subsequently misinterpreted by a subsequent academic. The compounding effect is where following academics continue to use these misinterpreted figures and claim that they are true. Since the original study is not cited, academics continue to use these false figures, by continuing to cite what other scholars had stated. An example is where studies on expatriate failure rates (expatriates returning early from overseas assignments). The original study by Tung (1982) suggested that the failure rate for Japanese assignees was higher than those of nationals from other countries. Over time the higher figure for Japanese assignees became widely cited by other scholars as the failure rate for assignees of all nationalities.</p> <p>Why does this happen? Repetition can affect beliefs about truth (Hassan &amp; Barber, 2021). People tend to perceive claims as truer if they have been exposed to them before. This is known as the illusory truth effect, and it helps explain why advertisements and propaganda work, and also why people believe fake news to be true. The more often information is repeated, the more likely it is to be believed. However, the topic itself is no longer relevant, as physical relocation of foreign nationals has been replaced by the Virtual Global Manager (VGM) who is able to carry out managerial functions by using virtual communication. Does this make the studies of foreign assignments irrelevant? Scholars who undertake literature reviews on the topic may not be aware of the impact of exogenous variables, such as technological shifts on current, rather than past patterns of work.</p> <p>The second myth is that of context. Scholars in different locations may use widely known models derived from studies carried out in developed country nations and attempt to apply them in an entirely different context, such as in developing economies (which have now reappeared in relabelled form as newly emergent economies). An example here may be taken from Schumpeter (1934) who described the birth of the entrepreneur as being made possible by 'waves of creative destruction' in an industrialized economy, which provides the conditions for entrepreneurial activity. It assumes that there is an</p>	September 2022

industrialized economy which has policies, regulations and institutional structures which can be destroyed. So it is an extant condition.

In the context of developing economies, there may be no policies, regulations and institutional structures to be destroyed. Entrepreneurial activity as I have pointed out in previous work (Akoorie, 2020), failed to develop in former British colonies between 1952 and 1972. The mantra of administrators in these countries, was God, Good Governance and Gratuitous Economic Activity. God meant that missionaries were drawn to British colonies to convert the 'heathens'; governance meant establishing artificial country borders which crossed traditional tribal lines according to the rules learnt at British public schools, and gratuitous economic activity meant bringing economic prosperity to the colonies through establishing resource based activities, which were not always successful, as the 1946 failed ground nuts project in Tanganyika showed.

Finally, there is the myth of reproducibility. Bergh et al. (2017) writing about reproducibility in the field of strategic management call for extensions of research methodology to include seminal studies that shaped the field, studies published in different time periods, those using other analytical approaches and broadening the assessments to different literatures beyond strategic management. A comprehensive assessment of reproducibility is needed to fully comprehend its pervasiveness and effects. They further suggest that limitations in studies' reproducibility present a threat to the credibility of some study findings within the strategic management literature. If cannot be reproduced using its own data, then we cannot have confidence in its findings.

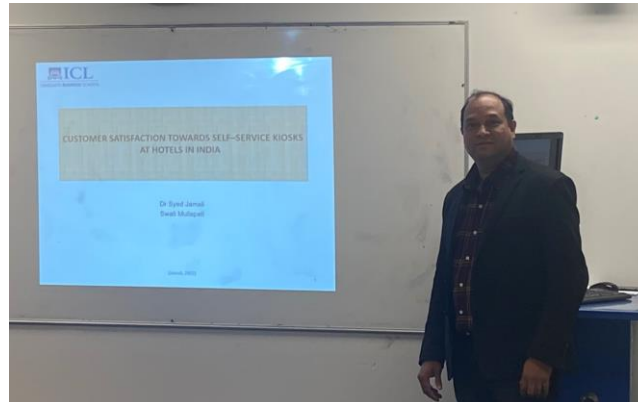
In international business/management an example of seminal studies and studies published in different time periods is the study of the internationalisation process of the firm, the so-called process model of internationalisation (Johanson and Vahlne, 1977). The process model seeks to study how firms internationalise. According to these authors firms will internationalise (set up operations in) psychically near countries in the initial phase and then, based on accumulating knowledge and experience, will then seek to internationalise in more psychically distant countries.

It is worth considering when this initial study was done. The limits to reproducibility are different time horizons and different contexts, which I refer to in the second part of this abstract. International business travel in the 1970s was in an emergent stage, and international experience and knowledge were gained through visiting (personally) firms in different countries. Through the internet, virtual communication and the media revolution more knowledge and experience can be gained through (almost instant) widespread exposure to different conditions and opportunities.

Over time the process model was subject to many criticisms and calls for updates, so much so that the original authors felt that it would be of value to address these issues in 2009. They stated then that (p.1411) "the change mechanisms in the revised model are essentially the same as those in the original version, although we add trust-building and knowledge creation, the latter to recognise the fact that new knowledge is developed in relationships".

	<p>In conclusion, it seems that as scholars we need to think deeply about what underlies the research that we read and the research we seek to produce. Although the editors of leading international business/management journals frequently state that they want original articles that have the ability to offer new insights and constructs to the pervading literature, in reality this is difficult for the emergent scholar to achieve. If an emerging scholar does produce a revolutionary piece of work, it might be challenged because the author does not have a "track record" in the research area. Leading scholars in the field are often invited to contribute to a journal on the grounds that anything that they might write will be of value. Emergent scholars will be more likely to stay with a safe and well-tried approach, making their contribution through the use of powerful statistical methods or become part of a research team where a leading scholar provides a gateway to access an important editor and they do the 'donkey work' such as field work, data collection and data analysis.</p>	
Dr Syed Jamali	<p><b>Customer satisfaction towards self-service KIOSKS in hotels in India</b></p> <p><b>Abstract</b></p> <p>The advancement of technology is reshaping a wide range of economic and commercial activity. This condition provides increased competency and convenience to customers and enterprises, and technological advances in the hospitality sector have played a dynamic role. One of the essential strategic mechanisms of best practice in Indian hotels is customer satisfaction towards self-service kiosk machines. Managers and staff confront the task of developing and sustaining client satisfaction on a daily basis.</p> <p>Self-service kiosks have an impact on influencing customer satisfaction. As a result, incorporating "self-service kiosks" technology into businesses is a worthwhile investment in acquiring consumers, as most customers today are good with technology. In addition, customers can use the technology-based self-service kiosk to speed up the check-in/ check-out process without or with little assistance from service providers.</p> <p>In this study scenario, the essential elements of self-service kiosks that may affect customer satisfaction are Speed up Processes, flexibility, product selection, and order fulfilment. As a result, this research aims to look at the connection between self-service kiosk features and client happiness. Specifically, for Indian hotels, a quantitative inter-study approach was selected.</p> <p>According to the findings, Speed Up Processes, flexibility, product selection, and order fulfilment directly impact customer satisfaction regarding hotel self-service kiosks. These findings have theoretical and beneficial consequences for continued study and real guidance for other businesses considering incorporating self-service kiosks into their business.</p> <p><i>Keywords: Self-service Kiosks (SSK), Self Service check-in/out (SSC I/O), Speed Up Processes, flexibility, product selection, order fulfilment, Customer Satisfaction.</i></p>	November 2022

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



*Dr Jamali 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.

Ewen Mackenzie-Bowie, the Chairman of ICL Education Group, was invited to participate in the forum titled “Promoting Rewi Alley’s Vocational Education Thought Advancing Sino-NZ Vocational Education Co-operation and Exploring the Possibilities of Joint Delivery of International Education Programmes” on December 2, 2022. It commemorated the 125th birthday of Rewi Alley, a great New Zealander and Sinophile, the 50th anniversary of Sino-NZ diplomatic relations, and the 80th anniversary of the foundation of the Shandan Bailie School. The forum was sponsored by the Gansu Province Department of Education and Zhangye Municipal People’s Government and hosted by Shandan Bailie School. The presentation consisted of: an introduction to Aotearoa, New Zealand; an outline of New Zealand education; ICL Education Group and ICL Graduate Business School; ICL programmes; the New Zealand Diplomas in Business Level 5 and 6; opportunities for partnership and exchange; and partnership models.

On October 6, 2022, Dr Maria Concepcion V. Umali, ICLGBS Lecturer, keynoted the 55th CDAP international conference on Zoom of career development practitioners, life coaches, HR managers and career

specialists. Her keynote address is based on her recent research on “Transforming Career Development Approaches: adapting to the New Reality”, which became the conference theme. Both conferences were well attended by 1,600 -2000 delegates from different parts of the globe.

Michèle E.M. Akoorie, ICLGBS research professor, attended the following sessions in November 2022:

- HiMOS webinar, hosted by Associate Professor María Fernández Moya (CUNEF) and Senior Lecturer Andrew Smith (Liverpool).
- Sage Reviewer Support Webinar, “how to be a peer reviewer”. Covered topics such as basic principles of reviewing articles, what journal editors expect from reviewers, research ethics and reviewer responsibilities.
- Webinar presented by the Dunning Africa Centre, host University of Reading: “is Africa on the brink of a global recession”?

She also reviewed a research paper titled “How Consumers Perceive Brand Activism: Conceptualizing and Probing the Dimensions of the Construct”. This Paper was submitted for presentation at ANZIBA 2023 International Conference to be held at Deakin University, Melbourne, in February.

Dr Paula Ray, Programme Manager (Postgraduate), attended “TechTalk: Future-oriented Curriculum and Delivery” on November 30, 2022. She also participated



virtually in the seminar titled “An Introduction to Dyslexia” in November 2022.

Dr Syed Jamali, Senior Lecturer & Programme Leader (Undergraduate), was nominated as Senior Reviewer by the committee of the 3<sup>rd</sup> South East Asian Conference on Education (SEACE2023). The conference will be held in Singapore on February 10-13, 2023. This is one of the prestigious conferences organised by Singapore Management University, Singapore & Osaka University, Japan.

Hemal Manaktala, ECE Lecturer, also attended the following three seminars and hui:

- Inclusive Education in ITE Symposium on 3rd November 2022 (via Zoom)
- MoE Curriculum Refresh and Redesign o Te Marautanga o Aotearoa Hui on 30th November 2022 (via Zoom)
- Re-imagining our Future Together Future-Oriented Curriculum & Delivery (PBL/ILB) 23rd TechTALK Re-imagining our Future Together at The University of Auckland on 30th November 2022 (In person)

## ICL'S EXPERTISE IN THE INTERNATIONAL ARENA

### ***International Conference for Continuing Professional Education of Psychologists and Mental Health, 22-24 September 2022, Philippines***

Dr Maria Concepcion V. Umali shared her research on “The Impact of Climate Change on Mental Health” in a 90-minute Learning session for Continuing Professional Development credits. This international online conference of psychologists and mental health workers was organised and hosted by the Psychological Association of the Philippines on September 22-24, 2022.

The conference aims to provide research-based learning sessions on the theme “Framing climate change for global mental health” to all participants.

The learning session on “Climate Change and Mental Health: Key Challenges and Opportunities” intends to provide an overview of the current and projected

climate change risks and impacts on mental health and to enhance the state of knowledge and actions on climate change and mental health. Using secondary research data and case analysis, the participants explored and understood the relationship between mental health and climate change, identified the key challenges and opportunities of attributing mental health to climate change for mental health practitioners and reflected on the psychosocial consequences of global climate change and mental health. Lectures, interactive discussion, short case analysis, scenario building, brainstorming and reflection were employed to achieve the objectives and outcomes of the learning session. Based on the global research findings, key challenges, opportunities were identified, and priority actions for psychologists and other mental health practitioners were recommended.

*Congratulations Maria!*

## Research Projects Undertaken by Master of Business Informatics (MBI) and Master of Management (MM) Students

MBI/MM Cohort 22 (July– October 2022) and cohort 23 (October – December 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
Ankansha Kartik Pandya	Stress and anxiety among employees facing during the COVID-19 pandemic in blue bubble taxi	Dr Zarqa Shaheen
Rupinder Bajwa	Impact of COVID-19 on the weekend Local Farmers' Markets in New Zealand	Dr Zarqa Shaheen
Mercelo Andraus Lane	Covid-19 and digital innovation. The impact of video conferencing on Brazilian people WFH in New Zealand	Dr Michele Akoorie
Siyang Li	Key determinants that impact Chinese tourists' decision-making to travel to New Zealand after the borders reopening	Dr Michele Akoorie
Simrandeep Kaur	Travel risk perceptions and change in people's behaviour of using public transportation during COVID-19 in New Zealand	Dr Dayal Talukder
Lijuan Liu	Analysing the impact of the pandemic on the Restaurant Business in Shenyang City in, China	Dr Dayal Talukder
Qiuyu Qiu	Significance and future development prospects of China's script killing industry for economic development	Dr Ahmad Wedyan
Preeti Saini	The impact of online scams on New Zealanders	Dr Ahmad Wedyan
Yan Chen	Impact on the cost overrun of construction companies in Christchurch post-COVID environment	Meripa Taso
Chintika Gunaratne	What is the Impact of COVID-19 on the use of digital banking in Sri Lanka?	Meripa Taso
Hu Yong Ping	The impact of the Covid-19 pandemic on train catering services for China Railway Kunming Group	Dr Syed Jamali
Smarat Banerjee	The impact of travel blogs on selecting holiday destinations by New Zealanders	Dr Paula Ray
Jeevanpreet Kaur	Impact of social media on customer purchasing intentions of green cosmetics products	Dr Michele Akoorie
Purushottam Timsina	Evaluation of the Ministry of Business, Innovation & Employment (MBIE) Digital Boost program' on New Zealand small businesses in adopting digital technologies during COVID-19	Dr Zarqa Shaheen



## Publications

- Akoorie, M., Shaheen, Z& Chung, T (2022). Using chatbots during COVID – 19: How satisfied are customers? *ICL Journal*, 5(2), 1-28.
- Batra, C. & Talukder, D. (2022). Analysis of the impact of machine learning automation on New Zealand supermarkets. *ICL Journal*, 5(2), 29-43.
- Kaur, M. & Bansal, B. (2022). Digital platforms and technology are helpful in literacy development in ECE. A mono quantitative study in New Zealand. *ICL Journal*, 5(2), 113-135.
- Lin, H. & Toso, M. (2022). Determinants of cat owners' consumption behaviour for cat services in Aotearoa, New Zealand. *ICL Journal*, 5(2), 44-68.
- Ray, P. & Zou, Lijun. (2022). Live Stream eCommerce: Factors that tease out the shopaholics in us, in spite of the pandemic. *African Journal of Economics, Politics and Social Studies*. Under publication. (pp. 1-9). DOI: <https://doi.org/10.15804/ajepss.2022.1.08>
- Wedyan, A. & Bomfim, V. (2022). Perception towards attention online events during COVID-19 in New Zealand. *ICL Journal*, 5(2), 69-112.

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