RESEARCH OUTLOOK

Issue 46 – September 2024

Research Outlook

Message from the Chairman

In the last five editions of Research Outlook I have commented on the post-pandemic growth of ICL Graduate Business School. But I am now challenged towards quite different times: simply record, dramatic and sustained growth.

Our numbers have soared to the current 1050, which is more than double the pre-pandemic record of 517, in November 2019. Our Master of Management and the Graduate Diploma in Teaching ECE both have well over 300 students. Although I have often said, eventually all programmes begin to plateau, as the number of graduates grows to match the number of new arrivals, this is not happening yet. And we can look forward to a record intake in November, with perhaps 300 arrivals and fewer than 150 graduations.

The Master of Business Informatics by Thesis, launched in May, already has 23 enrolments and when the Master of Management by Thesis is launched in November we expect it to hit the ground running. Both these degrees offer full-time work rights while studying, as well as spouse visas; so they are very attractive to potential new migrants.

ICL Graduate Business School topped the New Zealand Postgraduate rankings published by the Tertiary Education Commission in July. Our level 8 and 9 students had higher course and qualification completion ratios than any university, polytechnic or other private training establishment. This is a tremendous achievement and something of which we are enormously proud.

These are excellent times for ICL. I thank all our wonderful academic, marketing and admin teams for their ongoing commitment and hard work!

Ewen Mackenzie-Bowie
Principal and Chairman

IN THIS ISSUE

Welcome to the September 2024 research update!

Welcome to the September 2024 edition of the ICL Graduate Business School Research Outlook!

We are excited to announce several key developments that reflect our growing commitment to academic excellence and research leadership. First, we have been officially approved for the new Master of Management by Thesis programme, which spans one academic year and comprises 120 credits. The programme includes a compulsory Research Methods paper and one elective, which can be chosen from any of our postgraduate programmes (Master of Management, Master of Business Information Systems, or the associated Postgraduate Diplomas). The elective will be tailored to align with the student's research interests. Following this, students will embark on a 90-credit thesis, providing an opportunity for deep exploration into their chosen field. This programme is open to students with a Postgraduate Diploma in Business or a related field, an equivalent Level 8 qualification, or relevant work experience (minimum of three years).

Additionally, we are pleased to share that in November 2024, we will welcome a record number of over 120 new Applied Project or Thesis research students who will be embarking on their research journeys. To support this rapid growth, we have expanded our academic team and will continue to bring in experts with research expertise in Business, Management, and Information Technology/ Information Systems.

These exciting developments signal a dynamic period for ICL's research community, and we look forward to sharing more updates as we continue to grow and innovate.

Thank you for being part of our ever-expanding academic family. Stay tuned for further insights and milestones in the months to come!

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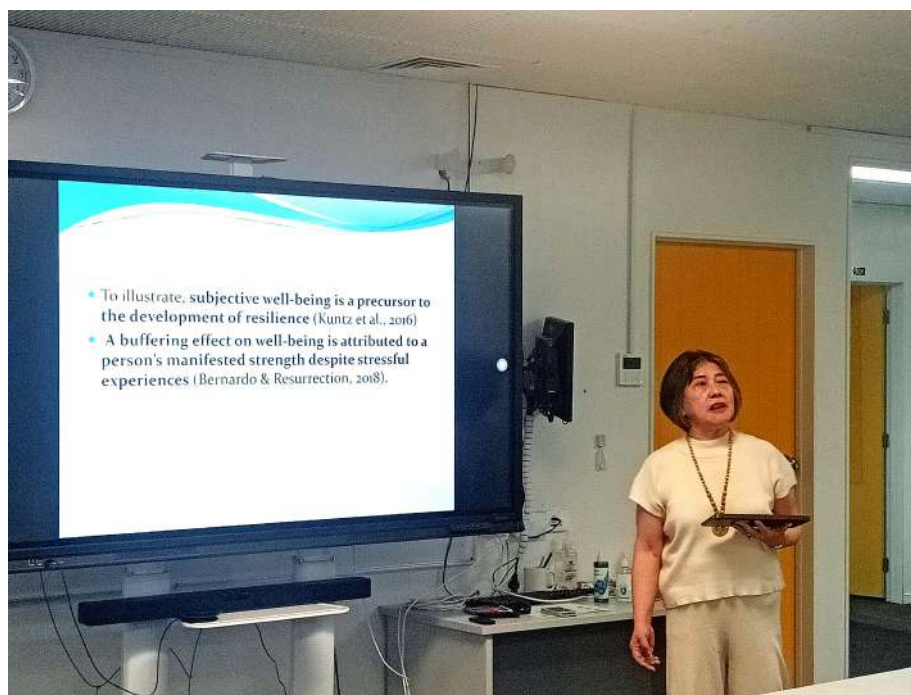Academic Director - ICL Graduate Business School

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 June to August 2024. More research-sharing sessions are scheduled in 2024.

Presenter	Topic	Date
Bindu Bansal	**Enhance the Integration of ICL Students in the ECE Sector through an Effective Practicum Program** **Abstract** ICL is a category 1 education provider and offers, among several other programs, a graduate diploma in early childhood education (ECE). It trains students from a diverse range of educational and vocational backgrounds. These students come from different countries to train as early childhood teachers. A significant portion of the graduate diploma in early childhood education is based on three practicums that provide hands on experience. The aim of this longitudinal research program is to identify areas of growth in the practicums that will enable the students improve the implementation of their classroom knowledge in the field. The research program has three key objectives. The first objective is to understand how the students progress over the course of their three practicums and identify key factors that affect their learning. The second objective is to understand what support structure and strategies are put in place by the ECE providers to provide an efficient learning environment for the students. The third and final objective is to understand the effectiveness of various components of the practicums that enable a successful progression of the students. The overall aim of the research program is to enhance the integration of the ICL students in the ECE sector.	June 2024
Dr Maria Umali	**Testing well-being models during transitional phases of the pandemic** **Abstract** Subjective well-being (SWB), grit, locus-of-hope (LOH), and transitional impact (TI) were explored during the pandemic transitional phase among 938 university students. In reference to Seligman's PERMA model, it was assessed whether a counterpart model could shed light on the role of these variables in adequately maintaining well-being during the COVID-19 pandemic. Structural Equation Modelling affirmed that the hypothetical model and its re-specified model showed good fit, $\chi 2/df < 5$, RMSEA = 0.062 at 90%, CI = 0.052 − 0.071. However, the hypothetical model's exogenous variables, SWB, grit, and LOH, failed to predict the exogenous variable's outcomes significantly, TI. The model was re-specified, and SWB was declared an exogenous variable, while TI, grit, and LOH were included as exogenous variables. LOH positively predicted SWB, while TI negatively predicted SWB levels. On the contrary, grit was not a significant predictor of SWB. Keywords: Grit, Locus-of-Hope, Positive Psychology, Subjective Well-Being, Transitional Impact	July 2024

Dr Zarqa Shaheen	**Factors Influencing Tertiary Students' Use of ChatGPT in their Education:** **New Zealand Context** **Abstract**	August 2024

Since ChatGPT offers free access for everyone, it has created a new phenomenon and has the potential to disrupt the education industry. The primary purpose of this quantitative study is to understand the factors that influence the use of ChatGPT in tertiary education, how it motivates students to learn and how the potential misuse negatively affects the use of ChatGPT in New Zealand. An empirical study was conducted with 340 tertiary students in Auckland, covering the New Zealand Qualifications Framework (NZQF) from level 4 to level 10, which revealed that one-third of students in this group did not adopt ChatGPT for various reasons. For the other two-thirds of students, while they highly recognised the risk of plagiarism, they were still willing to adopt ChatGPT for their studies. By understanding from the students' perspective in using ChatGPT in their studies, it provided the implications and recommendations for all the educational stakeholders and AI companies for their considerations to improve their respective areas.

Keywords: ChatGPT, Higher Education Institutes (HEI), Tertiary Education, New Zealand

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

Dr Maria Umali at an ICL research seminar

Professional Development

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

Dr Syed Jamali, Programme Manager (Postgraduate) and Senior Lecturer attended a webinar and panel discussion on "Navigating the Ethical Terrain of AI and Research Integrity" organized by Turnitin and the Australian Society for Computers in Learning in Tertiary Education (ASCILITE) on July 16, 2024. He also attended a webinar titled "Navigating the AI landscape: Mitigating the risk of generative AI Misuse", organized by Turnitin and the Australasian Society for Computers in Learning in Tertiary Education (ASCILITE) on May 8, 2024.

Meripa Toso, Senior Lecturer and Programme Manager (ECE) attended the following webinars and training organized by different institutions.

- Play in two languages: Bilingual roleplay in a Sámi kindergarten in Norway, University of Auckland Webinar: Early Childhood Seminar Series of 2024– the 13th May 2024.
- Work Transformation Summit APAC – the 16th of May 2024.
- Navigating the AI landscape: Mitigating the risk of generative AI misuse - the 8th May 2024.
- Teaching Research Methods in a Digital World with Gorilla, Sage Research Methods Community – the 24th May 2024.
- Webinars to unpack the ITE Programme Approval, Monitoring, Review, and Moderation Policy – the 28th May 2024
- Early Childhood Education Summit. Office of ECE Te Tari Mātauranga Kōhungahunga. The Future for Children, Wellington – the 10th June 2024.
- Maori achieving success as Maori Part 2 with Janelle Riki-Waaka, The Education Hub – the 23rd July 2024.

Hemal Manaktala, ECE Lecturer, attended the following PD sessions:

- Unpacking the ITE Programme Approval, Monitoring, Review, and Moderation Policy, ITE symposium by Teaching Council of Aotearoa New Zealand on May 28, 2024.

- The Ministry of Education and Initial Teacher Education leads Hui 7 by the Teaching Council of Aotearoa, New Zealand, on June 13, 2024.
- NZ: Scan for S.C.A.M course by Phriendly Phishing, June 2024
- Navigating the ethical terrain of AI and research integrity by the Turnitin Team on July 16, 2024.

Bindu Bansal, Senior Lecturer, attended multiple presentations at the TEFANZ conference and a webinar titled "Navigating the AI landscape: Mitigating the risk of generative AI misuse" in July 2024.

Meripa Toso, Bindu Bansal and Hemal Manaktala (ECE team) also presented a paper titled "The complexities of ITE Policy and Practice: Storying innovative practices" at the Teacher Education Forum of Aotearoa New Zealand, on July 12, 2024.

Premalatha Sampath, Programme Manager (Undergraduate), also attended the following seminars and webinars:

- AWS Cloud Day AI Edition, 30 July at Aotea Centre, Auckland
- Analytics Friday - Fabrics, Power BI and AI on 21st June 2024.
- AC2: AI For Everyone - Understanding AI/ML & What's Behind The Magic, August 9, 2024
- The AI Gateway Pattern: Adopt AI and Multi-LLM Strategies in a Secure and Govern, August 23, 2024.

Bindu Bansal, Senior Lecturer, attended multiple presentations at the TEFANZ conference and a webinar titled " Navigating the AI landscape: Mitigating the risk of generative AI misuse" in July 2024.

Meripa Toso, Bindu Bansal and Hemal Manaktala (ECE team) also [resented a paper titled "The complexities of ITE Policy and Practice: Storying innovative practices at the Teacher Education Forum of Aotearoa New Zealand on July 12, 2024.

Dr Kok Hong Liew, Lecturer, ICL GBS, attended a workshop titled "Gain Insights into Research Funding: Grant Writing in August 2024.

Professor Michele Akoorie, Research Professor, ICL GBS, participated in the following Webinars:

Machine Learning in IB Research (July).

- TE-SIG - Succeeding in IB Doctoral Studies (18 June)
- Digitalization SIG - AI in Publishing (13 June)
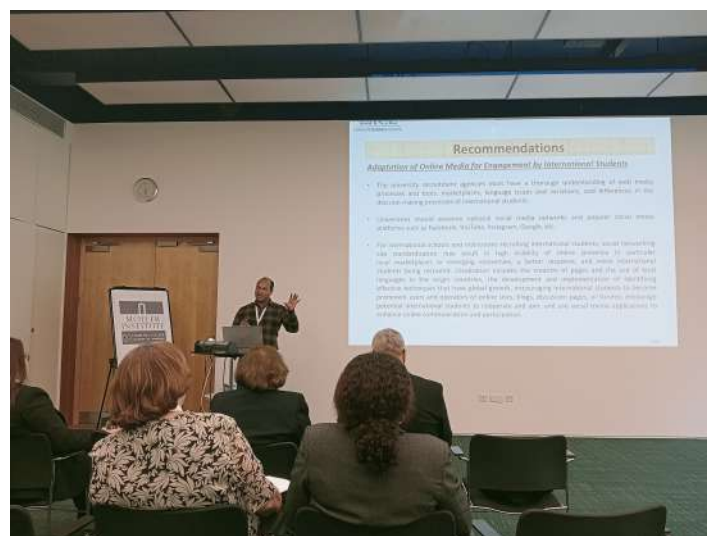- Digitalization SIG - Global Scaling Research (6 June)

- Cyber Security for SMBs: State of the Industry 2024 (2 May)
- Digitalization SIG - Social Media Strategy for IB Scholars (7 May)

Dr Sid Sirisukha participated in AWS Cloud Day (AI edition) in July 2024. He is also pursuing his New Zealand Certificate in Adult and Tertiary Teaching (Level 5) at the Southern Institute of Technology.

ICL'S EXPERTISE IN THE INTERNATIONAL ARENA

The 7th International Conference of Advanced Research in Education at Cambridge University, Cambridge, UK, June 07 – 09, 2024

Dr Syed Jamali, Programme Manager (Postgraduate) & Senior Lecturer, presented a research paper titled *"The Usage of Online Platforms by International Students to Choose New Zealand as an Education Destination"* at the 7th International Conference of Advanced Research in Education. This is a joint research study with his student Karishma Parmar. This research investigates how social media influences international students' course or university choices. A questionnaire survey was conducted using multiple-choice and open-ended questions to gather demographic information. A total of 134 international students in New Zealand completed the survey. Due to the rise in foreign student enrollments and globalization, universities worldwide compete for students by promoting their institutions and course offerings in various ways. Meanwhile, prospective international students utilize various information sources to conduct global university searches and decide their selections. Before the advent of social media, traditional information methods such as newspapers, mass media, broadcasting, educational fairs, and academic institutions' websites were predominant. However, as many young individuals and students interact and collaborate within online communities, social media platforms like LinkedIn, Facebook, Instagram, Twitter, Google, and YouTube have emerged as vital educational resources. The findings reveal that (1) international students extensively use social media, (2) social media platforms significantly impact their decisions regarding courses and academic institutions, and (3) these platforms play a crucial role in providing the information they need. Overall, this study enhances our understanding of which online platforms international students use when selecting New Zealand as their study destination and the reasons behind their choices. It also offers universities insight into enhancing social media engagement and recruitment strategies.

Dr Jamali at the conference.

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

Cohorts 32 and 33 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
Ngoc Tuan Truong	Users' perceptions of AI applications in healthcare regarding fairness and trustworthiness	Dr Zarqa Shaheen
Emma Casas Ceballo	Exploring the Effects of Integration of Learning Management System (LMS) on Teaching and Learning Outcomes in a Private Academic Institution	Dr Zarqa Shaheen
Roswin Thomas	Impact of Artificial Intelligence (AI) in the Hospitality Industry in Auckland	Dr Zarqa Shaheen
Achini Anuradha	Factors Influence the Usage of E-wallets Among Professionals in Sri Lanka	Dr Zarqa Shaheen
NEENU BABY	Impact of Remote Work on employees' productivity, job satisfaction and organization performance in the IT field	Dr Zarqa Shaheen
Aleksandra ERSHOVA	To investigate the New Zealand applicants' attitude to Artificial intelligence instruments in the recruitment process.	Dr Zarqa Shaheen
Hiran Boniface Liyanage	Analysing the influence of social media on consumer travel decisions in domestic tourism – A case from the Sri Lankan tourism industry.	Dr Zarqa Shaheen
Shuyun Â ZHAO	How retail brands build consumer loyalty through social media.	Dr Leo Hitchcock
Abdul Razak	Determinants influencing the adoption of home security systems by residents in Auckland.	Dr Zarqa Shaheen
Lesly Widyaratne	User satisfaction factors of Enterprise Resource Planning (ERP) systems in the Sri Lankan telecommunication sector.	Dr Zarqa Shaheen
Jigar Ashok Patel	The impact of remote work on employee productivity and well-being	Dr Michele Akoorie

Simran Verma	Towards a Greener Horizon: Investigating Sustainable Practices in New Zealand's Dairy Sector through Primary and Secondary Analysis	Dr Michele Akoorie
Chamila Dissanayake	Analysis of ERP Implementation in the Garment Industry in Sri Lanka & its Impact on Employee Efficiency	Dr Michele Akoorie
Parduman	Impact of community engagement and CSR initiatives by NZsupermarkets on consumer trust and loyalty.	Dr Michele Akoorie
Anju Rana Magar	Cybersecurity challenges in the era of remote work: Strategies for ensuring data privacy	Dr Michele Akoorie
Nihit Pal	Impact of sustainability practices on consumer buying behaviour leading to brand success for Auckland Transport.	Dr Michele Akoorie
Sandeep Kumar	Technology adoption in higher education.	Dr Leo Hitchcock
Â Hongsheng Â Yang	The effects of translation platforms on language learners.	Dr Paula Ray
Meishu ZHANG	The analysis and case study of servant leadership and management practices in the non-profit institutions' volunteer team.	Dr Paula Ray
Ajay Kumar	Sustainability in small businesses.	Dr Paula Ray
Dimpi Mehta	Impact of technology on the growth of Trade Me's business	Dr Paula Ray
Bhaskar Negi	Impact of (AI) ChatGPT in the Educational Sector on the long-term Relationship between students and Lecture.	Dr Maria Umali
Simran	Essence of brand loyalty in Internet marketing of the fashion sector of New Zealand.	Dr Maria Umali
Jinhee Park	Analysis of how universities can successfully implement UN SDGs: A Comparative Case Study	Dr Maria Umali
Girish, Saptha	Customer Service on Vape Industry in New Zealand.	Dr Maria Umali
Jagdeep Cheema	Impact of social media marketing on consumer awareness by Kiwi Bank in New Zealand.	Dr Maria Umali
Kunal Kaushik	Impact of Remote Work on Collaborative Creativity within Technology Startups During Pandemic	Dr Sid Sirisukha
Dharmit Jani	Sustainable tourism practices in New Zealand.	Dr Sid Sirisukha
Zhihua Guo	Study the specific factors that affect customer satisfaction in the supermarket	Dr Sid Sirisukha

Anushka Sampath	Analysis of the impact of remote working environment on employee satisfaction at CBC Bank in Sri Lanka.	Dr Sid Sirisukha
Neetu Bajaj	Analysis of the role of Artificial Intelligence in improving banking services of the Bank of New Zealand (BNZ).	Premalatha Sampath
Noelia Soledad Dalmedo	Analysing discrepancies between online job research expectations in relation to actual job realities in New Zealand from the perspective of professional migrants	Dr Syed Jamali
Chaonan Li	Impact of Digital Learning Tools on Academic Performance among Primary School Students in Auckland.	Meripa Toso
Achintha Jayasanka	Analysis of the effect of business intelligence on the work roles of accounting professionals.	Dr Dayal Talukdar
Wiraphat Pinchawong	Influential factors affecting customers' repurchase intentions of cafés in Auckland CBD	Dr Ahmad Wedyan
Meijie Wang	Research and plan for long-term stable operation of real estate brokerage in China.	Dr Adrian Liew
Yomal Peiris	Impact of Social Media Influencer-Generated Content on the Purchase Intention of Customers in the Supermarket Industry in Sri Lanka.	Dr Adrian Liew
Jin YU	Business models and innovation in smart cities in China	Dr Adrian Liew
Zhiping Wen	How can China's high-speed rail deeply expand its international markets?	Dr Adrian Liew
Ajith Benny	Implementation of Blockchain Technology in Supply Chain Management	Dr Adrian Liew
Alka Gazmer	Impact of Sustainable Practices on Hospitality Businesses in New Zealand	Dr Jimmy Rico
Bhaskar Negi	Impact of (AI) ChatGPT in the Educational Sector on the long-term Relationship between students and Lecture.	Premalatha Sampath
Bichu Reji	Revolutionizing insurance risk assessment in New Zealand: A comprehensive analysis of AI applications for enhanced accuracy and efficiency in the insurance industry.	Dr Jimmy Rico
Komal Gajra	Examining employee wellness initiatives at Fonterra Co-operative Group NZ	Dr Jimmy Rico

Chander Pratap	Exploring workplace well-being: A case study of Air New Zealand's organizational strategies.	Dr Leo Hitchcock
Sahiba Kaur	Fostering employee flourishing: a comprehensive review of well-being practices at Fisher & Paykel Healthcare NZ.	Dr Leo Hitchcock
Japjeet Kaur	Navigating work-life balance: A study of workplace wellness programs at Auckland International Airport.	Dr Leo Hitchcock
Ashu Mandhan	Promoting workplace resilience: An examination of well-being strategies at SPARK New Zealand.	Dr Leo Hitchcock
Anandu Ravikumar	The human factors in IT Service Management (ITSM): Investigating the impact of employee training, engagement, and culture on ITIL practices.	Dr Leo Hitchcock
Naksham Malhotra	The Influence of Social Networks on Consumer Behaviour	Dr Leo Hitchcock
Ravinder Sahota	Evaluate and Analyze the Digital Marketing Strategies for Dental Clinics in New Zealand: A Customer-Centric Approach.	Dr Leo Hitchcock
Jaspreet Kaur Chhatwal	Role of social media marketing for boosting the performance of telecommunication businesses like 2 Degrees company in New Zealand.	Dr Leo Hitchcock
Jannielle General Vaflor	Customer Perception of voice recognition-based virtual assistants in telecommunications companies across New Zealand.	Dr Zarqa Shaheen
Karthika Seran	Customer experience with artificial intelligence (AI) chatbots in New Zealand banking services.	Dr Jose Huesca Dorantes
Renjith Reji	The impact of AI-driven personalized marketing strategies on consumer behavior of online customers in New Zealand.	Dr Jose Huesca Dorantes
Faizan Mughal	Acceptance and adoption of parking mobile applications among vehicle drivers in Auckland.	Dr Maria Umali
Tarun Kumar	Transformation of the landscape of digital payments through UPI (Unified Payments Interface) in India.	Dr Maria Umali
Poonam	Analysing the impact of online gambling on New Zealand users.	Dr Maria Umali

Wei Wang	Exploring the potential of transferring China's live-streaming commerce success to New Zealand.	Dr Maria Umali
Karen Rocha Lau	Brazilian patients' attitude change towards online consultations after the COVID-19 pandemic	Dr Paula Ray
Gurpreet Kaur	Phishing attacks as cyber threats among academic students in Auckland.	Dr Paula Ray
Rajwant Kaur	Facial Recognition in Retail: A Customer Perspective on Privacy and Ethics in New Zealand.	Dr Paula Ray
Kiran Achharia	Understanding the impact of online banking on customer experience in India: examining convenience, accessibility, and satisfaction.	Dr Paula Ray
Imeshi Samarage Rangana	Determining the key factors influencing the adoption of business intelligence and analytics by the banking industry in Sri Lanka.	Premlatha Sampath

Editor: Dr Syed Jamali