

Research Outlook

Message from the Chairman

My recent updates for Research Outlook have all started with the numbers, tracking the exceptional growth of the Graduate Business School. Numbers happily continue to rise, but not at quite such a geometric rate as in previous months, as now the fruits of our post-pandemic growth are graduating and we lose a significant number of students each trimester. But still, we have more arriving than graduating and after this September intake is complete we shall have around 1940 students. Given that we were at under 700 in January 2024 the growth remains stunning.



It was clear that we needed more academic management to deal with the logistics and following Dr Paula’s return as Academic Director and Dr Jamali’s promotion to Academic Manager, we have recently welcomed Dr Faisal Qureshi as PG Programme Manager, Dr Kumar Laxman as Curriculum Development Lead and Professor Jay Hays as Research Director. Jay’s remit is very much within the following pages and we look forward to his development of our research activity.

The number of thesis and Applied Project supervisions has dramatically increased, from 70 a year ago to over 370 now. And by the end of this year it will have risen to nearly 700. While this puts our staff under pressure, it is exciting to look at the research potential that each project brings. ICL is a hive of research activity at a scale that must rival any New Zealand university business faculty.

Since our last newsletter we have said farewell to Dr Michèle Akoorie, and I would like to thank her for over ten years of service, first on our advisory boards and later as Research Professor. We wish her well in her retirement and were delighted to award her the title of Emerita Professor. We have also awarded Associate Professorships to Dr Syed Jamali, Dr Dayal Talukder and Meripa Toso and reconfirmed Dr Jay Hays’ Professorship. These titles reflect the increasing level of professionalism at ICL and recognize our senior staff members’ dedication to research and teaching.

Ewen Mackenzie-Bowie
Principal and Director

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Welcome to the September 2025 Update!

Kia ora koutou

The past few months have flown by in a gust of energy and activity. There has never been a dull moment as we welcomed new colleagues, engaged in professional development, brainstormed research ideas, and mapped out the way forward as a team. Along the way, we assessed and moderated countless assignments and developed new ones - always with the intention of moving forward ethically, constructively, and with our taura at the centre.

From these efforts, two strong pillars have emerged: our Learning and Development team and our Programme Delivery team. Each works both independently and collaboratively, united in their commitment to providing the best possible learning experience for our students.



Our *ICL Speaker Series* has evolved into more specialised learning-focused initiatives. BBIS now hosts its *Future Tech Talk Series*, GDTECE runs its *Practicum Guest Speaker Series*, while the original *ICL Speaker Series* continues with its monthly run. A warm thank you to Premalatha (BBIS) and Bindu (ECE) for leading these initiatives, which create invaluable opportunities for taura to connect with industry professionals and learn directly from their experiences.

Meanwhile, our Research Professor has been quietly but effectively advancing several staff research projects that have been incubating since the start of the year. Two group projects have taken off the ground, and the Research Committee is currently preparing Ethics applications for submission to the Research Advisory Board. The projects are:

1. Academic journey of international students in a PTE in New Zealand: Affordances, challenges and opportunities,
2. Transforming student learning through emerging technologies in PTEs in New Zealand.

Our Curriculum Development Lead has remained steadfast in strengthening the quality of our programmes, while our Academic Manager continues to refine assessments to ensure they align with high standards. Programme Managers, in turn, are working tirelessly to ensure the Programme Delivery team is supported in providing seamless teaching and learning.

At the heart of it all are our Lecturers, the first port of call for our students. Their responsibilities are immense, yet their contributions often go unrecognised. I want to pause here to acknowledge and commend their invaluable role in the success of ICL GBS.

As we move closer to the end of the year, we eagerly anticipate our November intake, which is expected to be one of the largest so far. More students inevitably mean more coordination, tighter timetables, and greater collaboration - not only within academics but also across our administrative and registrar teams. While the pace can feel intense, it is these very highs that keep us motivated and moving forward.

Stay tuned!

Ngā mihi nui,
Dr Paula Ray
Academic Director
ICL Graduate Business School

ICL Research Seminars

Research-active staff and those with research interests regularly gather at research seminars. Some exciting research papers from May 2025 to August 2025 are presented by academic staff. More research-sharing sessions are scheduled for the rest of 2025.

Presenter	Topic	Date
Associate Professor Vaovasamanaia Meripa Toso	<p style="text-align: center;">Leadership, Innovation, Pacific Education: A Critical Spiritual Pedagogy</p> <p style="text-align: center;">Abstract</p> <p>This presentation explores leadership that is innovative noting a range of Pacific research methodologies that affirm what is at the heart of relational ethics. The Pacific research guidelines specifically align with culturally responsive and inclusive practice. The teu le va concept articulates the nurturing of the third space for teachers, researchers, learners to awareness of the importance of critical spiritual pedagogy. This is the 'Va' where learning and teaching occurs. When encounters transfer from one chronotope to another, leadership and mentoring is the constant support. For Pacific Education to transcend effectively from one chronotope to another, the positions of the faiaoga, kaiako and researcher is consistently changing from one chronotope to another. The itulagi (lens) of leadership affirms from a value-based mechanism of faaaloalo (respect, alofa (love) and tautua (service) – leadership is ongoing. A neo-methodology for future research is proposed in this talanoa.</p> <p>Key words: <i>critical spiritual pedagogy, innovation, itulagi, Pacific research methodologies</i></p>	August 2025
Sittidej Sirisukha	<p style="text-align: center;">The Implementation of Cloud-Based and Traditional ERP Systems for SME</p> <p style="text-align: center;">Abstract</p> <p>Cloud technology, under various forms, is becoming more advanced and flexible, making it an essential component for success in the digital age and business process for companies. By enhancing the organization's performance, it can become a significant software provider, combining virtualization with cloud technology. The cost of ERP implementation is one of the concerns in SME for the financial. Currently, data communication and telecom companies offer, along with other communication and cloud storage services, access to on-line ERP, with standard modules with a few customization features, where time-to-deployment is considerably reduced, ERP being marketed as Software as Service. Small and large organizations can use different types of cloud computing. It can alter the commonality within the acronyms following Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS), and Software-as-a-Service (SaaS). This paper's purpose is to identify the benefits and drawbacks of traditional ERP versus cloud-based ERP systems in small and large organizations. This paper investigates the business process for ERP implementation in SME, between Cloud-Based</p>	August 2025

	ERP and Traditional ERP System highlighting the differences in common approaches.	
Associate Professor Dr Dayal Talukder	<p style="text-align: center;">International Trade Policies: Political Economy Perspectives</p> <p style="text-align: center;">Abstract</p> <p>The impact of trade policy on economic development has been one of the most contested and debated topics over centuries in economics. Recently, the US government imposed high tariffs on its trading partners all over the world, which has generated significant debate and discussion as well as a cause for concern of trade war between the US and its global trading partners. Therefore, the main objective of this research was to analyze how trade policies are determined based on political consideration not on economic benefit. There had been nine rounds of international trade negotiations with no significant progress and achievement in multilateral free trade agreements among trading partners due to political reasons – differences in national interest. Classical trade theories suggest that free trade is beneficial for both importing and exporting countries through contribution to economic growth and employment. However, governments set trade policies to maximize political success (winning in election) rather than national welfare. They also require funds to run election campaigns. These funds may especially come from groups who do not have a majority voters to elect governments and are willing to advocate a special interest policy. Sometimes, they are called lobby groups. These groups influence government trade policy significantly. Governments use various trade policy instruments including tariffs, variable levies, import substitution and export subsidies, quotas, non-tariff barriers, price support measures, income transfers, production subsidies, investment grants, voluntary export restraints, local content requirements, sanctions etc. Trade barriers generate negative impacts on an economy in the form of inefficiency in the market through price distortion and a decrease in imports. Consumers are penalized with higher price and they experience a loss of consumer surplus. These restrictive trade policies support domestic production, thereby allowing inefficient producers to enter in the market. Governments gain from a restrictive trade policy in the form of tariff revenue. However, the economy may experience a net loss – a dead-weight loss – due to inefficiency.</p>	June 2025
Dr Sunny Kareem	<p style="text-align: center;">From Crisis to Control: The Rise of Economic Nationalism in Global Sustainable Supply Chains in the VUCA 2.0 Era!</p> <p style="text-align: center;">Abstract</p> <p>Global organisations and their supply chains have historically been examined through the organic lens of VUCA 1.0 such as pandemics, environmental disasters, armed conflicts, and geopolitical instability. However, a new wave of disruption is emerging politically manufactured, policy-driven, and promoting strong economic nationalism. This paper introduces VUCA 2.0, a conceptual extension to traditional VUCA 1.0 frameworks, characterised by the inclusion of the study of global economic disruptions as a result of recent sweeping unilateral tariffs and protectionist</p>	May 2025

trade strategies by US policymakers. This phenomenon presents a unique challenge for global organisations, reminiscent of but significantly more complex than the Cold War era. The ripple effects of today's trade and economic warfare have a more disastrous and immediate impact on our deeply interconnected and digitalized global economy. These disruptions are not incidental but strategically engineered, forcing businesses to re-evaluate the tension between short-term continuity and long-term sustainability commitments. Drawing on comparative insights and a sustainability tension lens, this research proposes an updated framework, i.e., VUCA 2.0, for building resilient, politically-aware global supply chains. Using a qualitative multi-country case study employing archival analysis, elite interviews, and thematic coding (NVivo) involving stakeholders across 5–6 countries and various industries, the findings contribute to theory and practice by offering new pathways and a strategic paradigm shift to navigate the recent global trade disruptions in the wave of economic nationalism in an increasingly volatile international landscape.

Keywords: VUCA 2.0, economic nationalism, sustainability tensions, supply chain resilience, trade disruption, stakeholder governance

These sessions help boost ICL’s research culture. They facilitate discussions on possible collaborative projects and the exploration of research topics from previous recommendations.

Professional Development

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

ICL organized three training sessions titled AI in Education for all academic staff. The founders of AITHENTIC, Monika Tylova and Marco Tabor, conducted all three sessions from July to September 2025. They covered different aspects of using AI tools in the education sector. Academic staff attended all the sessions.

Associate Professor Dr Syed Jamali, Academic Manager, has attended a Webinar titled: Turnitin Clarity: Supporting Ethical Use of Gen AI and Proof of Process in Written Assessment” conducted by Turnitin in September 2025. The facilitators covered the features of the Turnitin Clarity in the session.

Dr Faisal Qureshi, Programme Manager – Post-graduate, participated in the Pre-Assessment Moderation Workshop, which was held on 27 June 2025. Jane Elderkin, Director of Affinity Plus College, facilitated the session.



Monika Tylova is conducting the training session

Aiqiao Liu, ECE Lecturer, attended the following PD sessions:

- AI in Education” Session 1 by Monika Tylova & Marco Tabor - 15 July, 2025
- AI in Education” Session 2 by Monika Tylova & Marco Tabor - 12 August 2025
- Guest Lecture Series "Graduating into the Early Childhood Profession in Aotearoa New Zealand" by Chitra Mukerjee & Ajah Peterson - 15 August 2025

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

- MAOR505 Te Mānūtanga Beginners Māori Language 1 Course (Level 5), at AUT Te Wānanga Aronui O Tāmaki Makau Rau, In Progression.
- The AI-Powered Digital Evolution: Preparing Organisations for a Tech-Enabled Future by Flavio Hangarter, ICL Graduate Business School Series 2025, on April 9, 2025.
- Business Structures in New Zealand and Related Compliance by Siddharth Sharma, ICL Graduate Business School Series 2025, on May 14, 2025.
- ECE Seminar Series: Early Childhood policy and advocacy in the world of “converging crises”, by the University of Auckland Waipapa Taumata Rau, on May 20, 2025.
- Elevating Business Operations: From Repetition to Intelligence by Dr Thamil Vamathevan, ICL Graduate Business School Series 2025, on June 18, 2025.
- Mātauranga Kauawhi: Te Hangahou i te Kawenga o te Marautanga Inclusive Education Reshaping Curriculum Delivery, Rauhuia Terenga Huihuinga Symposia Series: The role of teachers as leaders if curriculum change, by the Teaching Council of Aotearoa New Zealand, on June 18, 2025.

- AI in Education Workshop Series 1 by Marco Tabor and Monika Tylova on July 15, 2025, at the ICL Graduate Business School.
- Sustaining change through coaching, mentoring, and collaboration, Rauhuia Terenga Huihuinga Symposia Series: The role of teachers as leaders if curriculum change by the Teaching Council of Aotearoa New Zealand, on July 20, 2025.
- AI in Education Workshop Series 2 by Marco Tabor and Monika Tylova on August 12, 2025, at the ICL Graduate Business School
- ICL ECE Practicums Guest Speaker Series 2025, by Chitra Mukherjee and Ajah Peterson on August 15, 2025, at the ICL Graduate Business School.

Farah Reyes, ICL GBS Lecturer, presented a paper on Livestream Shopping at the International Conference on Business, Education, Maritime, Innovation, Customs, and Engineering on August 2, 2025

Premalatha Sampath, Undergraduate Programme Manager, attended the lecture “I prompt, therefore I code: Adapting computing education in the age of AI” by P. Denny, presented as part of The Gibbons Series: How AI is Reshaping Education at the University of Auckland on June 3, 2025. She also attended the in-depth Pre-Moderation Workshop for Tertiary Educators by Jane Elderkin at AffinityPlus College on June 27th, 2025.

Dr Sid Sirisukha, ICLGBS Lecturer, attended the AIoT Global Summit 2025 online, on behalf of ICL Graduate Business School, held on July 15, 2025

All ECE teaching staff are taking the Te Reo Māori course at either level one or two at the Auckland University of Technology or Te Wananga Aotearoa. They are aiming to complete their course by next year.

ICL'S EXPERTISE IN THE INTERNATIONAL ARENA

The IAFOR International Conference on Education in Hawaii (IICE2026)

A joint research titled "*Between Worlds: The Experiences of International Students Navigating Geosciences Education Abroad*" by Esther Oyedele, Virginia Tech, United States, and Associate Professor Dr Syed Jamali, Academic Manager, ICL Graduate Business School, has been accepted to present at the **2026 IAFOR International Conference on Education in Hawaii**.

Abstract:

Geosciences are inherently global, yet the educational experiences of international students in the field remain underexplored. This study reflects on the academic, cultural, and pedagogical challenges and opportunities faced by international students pursuing Geosciences degrees in the United States. Drawing from personal narrative inquiry and informal interviews with peers, we explore how international students adapt to unfamiliar academic norms, field-based learning, and the socio-political contexts that shape environmental issues in their host country. This study examines the intersection of identity, language, and learning, focusing on how students negotiate belonging in laboratory spaces, field sites, and academic communities. This study also considers how these students contribute to educational diversity through unique global perspectives, cross-cultural knowledge, and resilience. Additionally, we highlight systemic gaps in support, particularly during experiential learning activities, and suggest inclusive pedagogical strategies for faculty and institutions seeking to better support international students in geoscience programs. This research is especially relevant in light of growing international collaboration in climate and environmental science. By centering international voices, this study calls attention to the need for culturally responsive instruction, mentoring, and program design in the geosciences. Ultimately, we invite educators to reconsider what it means to teach, learn, and build community in an increasingly globalized academic landscape.

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

Cohort 38 has recently completed their final Applied Project Reports, which range in length from 15,000 to 20,000 words, under the supervision of their respective 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
M N Hansali Jayarathne	The Impact of Digital Loyalty Programmes and Personalized Promotions on Consumer Purchasing Behaviour in Sri Lankan Supermarkets	Dr Thamilini Vamathevan
H Tharaka Abeysinghe	Customer Attitude Towards Introducing Shared Autonomous Mobility-on-Demand (SAMoD) for Auckland City Public Transportation Services	Dr Neset Tan
Alvin Swarup Bhatnagar	Predictive User Interfaces: The Impact of Machine Learning on Anticipatory Design	Dr Junshi Chen

Anu Malhotra	Exploring the Impact of AI-Enhanced Tools on the Academic Experiences of International Students in New Zealand Universities	Dr Neset Tan
Charmaine Geroso So	Perception of Consumers on the Current and Emerging Digital Payments Methods in the Philippine Market	Dr Muhammad Atique
Iram Ajaz Rashid	How can Artificial Intelligence (AI) and the Internet of Things (IoT) Optimize Inventory Management in Grocery Stores, Challenges and Opportunities	Dr Mauricio Guaragna
T. K. Iruka Dias	Impact of ERP Systems Enhanced Operational Efficiency and Business Performance in the New Zealand Business Industries	Dr Junshi Chen
Janitha Gayan Uggalla	Public Perception of the Sri Lankan Government's Prioritization of Digital Transformation in Public Services: Opportunities and Challenges	Dr Junshi Chen
Jiao Sheng	Marketing Strategies of Chinese SMEs in New Zealand on Xiaohongshu (Rednote) Application: Challenges and Opportunities	Dr Muhammad Atique
J G Romeshika R Perera	The Influences of IT on Risk Management and Compliance in Sri Lankan Banking: A Case Study of Bank of Ceylon	Dr Neset Tan
Kelvin Kipchirchir	The Impact of Digital Payment Systems on Business Performance and Customer Satisfaction in New Zealand	Dr Mauricio Guaragna
Manpreet Singh	Credit Card Fraud Detection on the Indian Banking Industry using Artificial Intelligence	Dr Mauricio Guaragna
Nilanka Suranjana	AI in Banking: What do New Zealanders Really Know and Use	Dr Neset Tan
Nimitha Nabeer	Zero Trust Architecture for Smart Security Systems: Enhancing IoT Protection in Alsaaj, Dubai	Dr Thamilini Vamathevan
Nuwan Sudusinghe	Impact on Introducing New "Super Banking Application" for Existing Mobile Banking Customers in New Zealand	Dr Muhammad Atique
P. Lasanthi Nilupa Muthucumarana	Evaluating the Impact of IT Service Desk Communication Strategies on the End-User Satisfaction in the Private Sector Organizations of the Western Province, Sri Lanka	Dr Junshi Chen
Ralph Molter	The Influence of Perceived Risk and Usability on Consumer Adoption of Digital Receipts in New Zealand	Dr Junshi Chen
Gayana Sasika Randoombage	Assessing the Impact of Online Marketplace Scams on Consumer Trust and Financial Security in New Zealand: A Study on Facebook Marketplace and Trademe	Dr Muhammad Atique
Rimpi Saini	Impact of IoT on Energy Efficiency in Residential Buildings in New Zealand	Dr Sheerali Arya

Sanjay V	Machine Learning in Predictive Analytics for Marketing Trends	Dr Muhammad Atique
Kurupu A Saumya Bandara	Digital Transformation in Sri Lanka's Public Private Bus Transportation System: Challenges and Economic Growth Potential	Dr Ahmed Al-Sa'di
Sekhar Rana	Adoption of Artificial Intelligence in New Zealand SMEs: Opportunities, Barriers, and Policy Enablers	Dr Neset Tan
Shuai Gao	The Impact of AI on Autonomous Driving in New Zealand	Dr Ahmed Al-Sa'di
Sonam Roka Sunar	The Social Media Influencer on Customer Behaviour During Hotel and Destination Booking in New Zealand	Dr Junshi Chen
Steena Stephen	AI-Driven Development: Opportunities and Challenges for IT Professionals in India	Dr Ahmed Al-Sa'di
D H Sumudu Madushanka Dasanayaka	Enhancing E-Commerce Customer Engagement and Retention through Augmented Reality Shopping Apps in New Zealand's Clothing Industry	Dr Ahmed Al-Sa'di
WMNP Walisundara	An In-Depth Study of the Evolution of Consumer Privacy Issues and the Implications for Ethical and Regulatory Standards in Sri Lanka's Digital Marketplace	Dr Muhammad Atique
Xiufeng Duan	The Impact of AI-Powered Language Learning on Learners and the Education Market in China: A User-Centred Study	Dr Junshi Chen
Zenaida Garcia Alcivar	Understanding Consumer Experience at Digital Touchpoints in Ecuador	Dr Neset Tan
Amandeep Kaur	Analysis of the Effectiveness of In-Store Promotions on Consumer Purchasing Behaviour in Convenience Stores in New Zealand	Dr Leo Hitchcock
Amit Tejani	Sustainability in Digital Banking: How Eco-friendly Practices Impact Customer Choices in New Zealand	Dr Sheerali Arya
Ankit Gulati	Adoptions of Hybrid Vehicles in New Zealand: Consumer Perceptions and Barriers	Dr Sheerali Arya
Aradhana Kataria	Analysis of the Impact of Digital Technology on International Student Learning in New Zealand	Dr Leo Hitchcock
Ashish Kumar	Analysis of the Impact of Social Media Advertisements on Customer Buying Behaviour in Retail Industry in New Zealand	Dr Leo Hitchcock
H. Avinda R. M. Caldera	Impact of Cost Optimized and Sustainable Construction Methods for Luxury Residential Projects in New Zealand	Dr Geoff Duncan

Chathurika Dilhari Wajesekara	A Study of the Influence of Online Reviews and Ratings on Consumer Purchasing Behaviour in the Retail Market of New Zealand	Ms Bindu Bansal
Chenhao Lin	The Relationship Between Student Engagement in Learning Management System (LMS) and Academic Performance	Dr Michelle Williams
Saujan Dhakal	The Role of Public Participation in Effective Waste Management System in New Zealand	Dr Til Chhetri
Dong Tian	The Influence of Job Satisfaction, Work-Life Balance, and Career Development on Employee Turnover Intention in the Technology Industry: A Quantitative Study Using IBM HR Analytics Dataset	Dr Syed M. Shahid
Edison Nanon	Digital vs Traditional Promotion in NZ Apparel: Impact on Consumer Buying Behaviour	Dr Syed M. Shahid
Gurbaj Singh	Factors Influencing Consumer Perception of Tourism in India: A Study on Travel Preferences and Decision-Making	Dr Sheerali Arya
Harsh Dinesh	Social Media Influence on Post-Purchase Satisfaction and Brand Loyalty in New Zealand 's Supermarkets	Dr Sheerali Arya
Harsh Yadav	Analysis of Customer Perception on Cultural Branding of Global Fast-Food Chains in New Zealand	Dr Leo Hitchcock
Therese Kamalini Hettiarachchi	Analysis of Management Strategies for Reducing Burnout of Private-Sector ECE Educators in Sri Lanka	Dr Til Chhetri
Jalaja K. Lalmanoj	Challenges in Decision-Making in the RHC Sector in Aotearoa	Dr Geoff Duncan
Jasmeet Singh	Analysing the Impact of Traditional Marketing Strategies During the Era of Digital Transformation in New Zealand's Retail Food Sector	Dr Vilma Deguito
S A Jayamangali Karunasena	Customer Preferences and their Impact on Environmentally Sustainable Clothing Practices in New Zealand	Dr Michelle Williams
Jialin Wang	The Impact of Products Displays on Customer Buying Behaviour in New Zealand Supermarkets	Dr Til Chhetri
Jian Zhang	Exploring the Data Applications in Risk Management Across Three Types of Pharmaceutical Companies in China	Dr Maria Umali
JiangLei Wang	Analysing Consumer Behaviour and Market Demand for Phone Cases in New Zealand	Dr Yimei Wu
Harpreet Kaur	The Impact of Sustainable Packaging on Consumer Purchasing Decision-Making in New Zealand	Dr Til Chhetri

Keisha P B Potenciano	Community Engagement Practices and their Impact on Resident Well-Being: A Thematic Study of North Shore Aged Care Facilities	Dr Geoff Duncan
Kuntal Rajeshbhai Shah	Comparative Study of Generational Differences in Perception Towards Sustainable and Lab-Grown Foods in New Zealand	Dr Sheerali Arya
Lan Jiang	Investigating Lived Experiences of Work-Life Balance Programmes Among Educational Coordinators in the Auckland's Education and Cultural-Exchange Sector: An Interpretative Phenomenological Approach	Dr Geoff Duncan
Manisha Kalra	The Influence of High-End Fashion and Affordable Fashion Brands on Consumer Preferences and Brand Positioning in New Zealand	Dr Vilma Deguito
Maria Csilla Szanto	Exploratory Study on Leadership Style Differences in Employees' Effectiveness in the Water Care Sector	Dr Geoff Duncan
Mengrou Li	The Development of China's Social E-Commerce Industry and Comparison of Global Models	Dr Syed M. Shahid
Mohit	How Digital Platforms are Transforming Tenant and Property Manager Interactions in New Zealand	Dr Sheerali Arya
Muhamed Islam Sheyas Mirza	Role of Customer Feedback in Shaping Restaurant Performance: A Qualitative Study of Restaurant Managers in New Zealand	Dr Geoff Duncan
Mukul	Consumer Perceptions of Eco-Friendly Packaging: A Quantitative Analysis of New Zealand's Retail Sector	Dr Vilma Deguito
Neeraj Paryani	Evaluating the Effectiveness of the Accredited Employer Work Visa (AEWV) in Addressing Skill Shortages in New Zealand	Dr Sheerali Arya
Nero Nishendra Pinto	Public Perception and Behavioural Intentions Toward Renewable Energy in New Zealand	Dr Yimei Wu
Pooja Sharma	Consumer Preferences for Eco-Friendly Packaging in New Zealand's Food and Beverage Industry	Dr Sheerali Arya
Rajat Panwar	Analysis of Customer Retention Strategies in Mini Supermarket in Auckland CBD	Dr Geoff Duncan
Rajinder Prabhakar	Analyze the Market Reaction to Changes in Bank Interest Rates in New Zealand	Dr Leo Hitchcock
Rejimol Tony	Analysis of Consumer Satisfaction with Service Quality of Restaurants in New Zealand	Dr Mauricio Guaragna / Ms Premalatha Sampath

Ryan Vincent P Mateo	Public Perception of Construction Management in Auckland CBD, New Zealand	Dr Maria Umali
Sachin	New Zealand Educators' Perception of AI Adoption in Teaching: A Quantitative Survey Analysis	Dr Mauricio Guaragna
Sadia Islam	The Impact of Promotional Activities on Business Sustainability: Perspective from South Asian Restaurant Managers in New Zealand	Dr Geoff Duncan
Sanduni S S Fernando	A Critical Analysis of Employment Outcomes of Skilled Migrants on the Pathway to Residency in New Zealand: Opportunities and Challenges	Dr Vilma Deguito
Shivani Singh	The Impact of Social Media on Consumer's Purchasing Decision in the Fashion Industry in New Zealand	Dr Til Chhetri
Sithi Azree Hasheema Uduman	Impact of Flexible Working Hours on Employee Productivity and Performance: Insights from International and Domestic Student Employees in New Zealand	Dr Yimei Wu
Sobhash Rangana Weeraddana	Impact of Agile Tools and Techniques on Project Success in Construction Sector in Sri Lanka	Dr Yimei Wu
Sonia	Understanding the Effect of Digital Channels on Fast Food Consumption Patterns in New Zealand	Dr Michelle Williams
Sushil Kumar	The Impact of Digital Literacy on Employment Opportunities in New Zealand	Dr Til Chhetri
Uendra Kumara Kulathilaka	Investigating the Impact of Total Productive Maintenance (TPM) on Performance in the Industry in Sri Lanka	Dr Yimei Wu
Vikas Kumar	The Adoption of Internet of Things (IoT) in Usage-Based Insurance in India	Dr Yimei Wu
Virginia Gayathri Gunarathna	Impact of Google Reviews on Consumer Buying Behaviour of Electronic Items in New Zealand	Dr Jose L. Huesca-Dorantes
Weibin Hua	Investigating the Adaptation Experience of Chinese International Students in Auckland Working Part-Time in New Zealand	Dr Geoff Duncan
Xiaofang Sun	Analysis of the Green Logistics Technologies on Environmental Sustainability in China	Dr Syed M. Shahid
Xinlei Feng	The Influence of Green Marketing on Consumer Purchasing Decisions in New Zealand	Dr Michelle Williams
Xiwen Zheng	Strategies About Managing Cross-Cultural Team in Food Importing Industry in New Zealand	Dr Syed M. Shahid

Zhengping Li	The Role of Chinese Influencers in Shaping Brand Trust among Young Chinese Consumers in New Zealand	Dr Michelle Williams
Zihui Gao	Homeowners Perception in New Zealand’s Residential Home Elevator Market	Dr Geoff Duncan

Publications:

Hays, J. (under review). Problems with Problem-Solving: the Ecosystem of Problem-Solving Skills Development.

Hays, J. (under review). Sense, Sensibility, and Sustainability: A Rational and Reasonable Ecosystem.

Parmar, K., Jamali, S., & Kumar, L. (under review). The usage of online platforms by international students to choose New Zealand as an education destination.

Sirisukha, S. (2025). The implementation of cloud-based ERP and traditional ERP systems for SME. *Kasetsart University Journal of Science and Technology*, 14 (2), 58-66.



Editor

Associate Prof. Dr Syed Jamali

Academic Manager

ICL Graduate Business School