

Research Outlook

Message from the Principal

In our last newsletter of the year we are celebrating over 2000 students for the first time in the history of ICL Graduate Business School. This is a tremendous achievement and everyone should share in this landmark moment: the academic team for their delivery, the marketing team for sourcing the students and the registrar, admin and student support teams for safeguarding the students after their enrolment. It's a supreme team effort and I congratulate you.

On 30th September Waterman Capital took a majority share of ICL Education Group, and Bruce and I are stepping back to minority shareholdings and directorships. This is another watershed moment for ICL Education Group, indicating that the recent growth has been sufficient to attract a major New Zealand capital investment concern. Under Waterman's guidance we expect ICL to grow to the next level, with more programme approvals, including doctorates, more space and continually increasing numbers.



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With such significant growth we have seen a large number of new staff join the GBS. We welcome you all: lecturers, contractors and supervisors and rejoice in your support of our expanding research activity. As the following pages testify in this, the largest yet **Research Outlook** newsletter, research is active at ICL and continues to determine us as a research-led tertiary teaching institution. Congratulations to us all!

Ewen Mackenzie-Bowie
Principal and Director

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Welcome to the December 2025 Update!

Kia ora koutou

As we reach the end of another remarkable year, it is a fitting moment to pause, reflect, and celebrate. The close of the academic year always brings with it a sense of cheer - an opportunity to acknowledge what we have achieved together, and to look ahead with optimism and purpose.

This year has been one of steady growth and resilience for ICLGBS. With a 399% increase in enrolments and an outstanding 99.6% pass rate, we continue to demonstrate that quality and student success remain at the heart of everything we do. To support this growth and to ensure our standards remain uncompromised, we are pleased to be creating more full-time roles as our organisation grows bigger and stronger. This investment reflects our confidence in the future and our commitment to sustainable, high-quality teaching and learning.



Behind these numbers are people - our often-unseen heroes. We would like to acknowledge our lecturers, the silent warriors who consistently go above and beyond for our taura. Whether seasoned academics or those new to the profession, your dedication, adaptability, and care do not go unnoticed. You are the backbone of our success, shaping not only academic outcomes but lives and futures.

This year also marked the introduction of the 2 + 2 model of delivery and supervision pods, which has been widely appreciated by both staff and students. While there have been a few hiccups and hurdles along the way, the overall response has been positive. As with any meaningful change, it remains a work in progress; one that we will continue to refine with collaboration, feedback, and patience.

Alongside delivery models, academic integrity and the ethical use of AI generative platforms remain key focus areas. We are committed to helping our taura learn how to use these tools responsibly, ethically, and to their advantage. This is a rapidly evolving space that presents both opportunities and challenges, and we are continually working to stay ahead while maintaining the integrity of our programmes.

As we look ahead, 2026 will undoubtedly bring new challenges. Yet, we hope the summer break allows us all to return refreshed, with renewed energy - ready to look at even the most familiar days through a new lens, with curiosity and vigour.

Welcome to 2026!
Ngā mihi nui,
Dr Paula Ray
Academic Director
ICL Graduate Business School

ICL Research Seminars

Research-active staff and those with research interests gather regularly for research seminars. Between September and December 2025, academic staff presented several compelling research papers. Further research-sharing sessions have been scheduled for 2026.

Presenter	Topic	Date
<p>Jimmy T. Rico PhD Lead and Ma. Lourdes Buenbrazo Associate</p>	<p>Part 1: An Exploratory Research on the Emotional Intelligence of Selected ICL Healthcare Students Employed in the Healthcare Sector: A Case Study.</p> <p>Part 2: A Correlational Study of the Impact of the ICI’s Healthcare Students’ Emotional Intelligence on the Quality of their Duty of Care to Residents/ Patients.</p> <p style="text-align: center;">Abstract</p> <p>At the heart of healthcare services is a genuine and profound duty of care towards the patients and residents. It supersedes all other related healthcare endeavours, considering this is the core of one’s fundamental responsibility in that line of profession. Numerous studies have found that emotional intelligence is pivotal in this field. In fact, it is an indispensable component in ensuring that the most humane healthcare services are provided at all times to patients and residents. Without emotional intelligence on the part of healthcare providers is an outright disservice to the industry. Hence, it is with utmost importance to ascertain if healthcare students employed in this sector manifest the core values such as empathy, kindness, respect and compassion endemic in their profession and consequently embedded in their duty of care.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To guide the students' respondents to self-assess their emotional intelligence using the Gibbs Reflective Cycle framework in reflecting on their Duty of Care roles and responsibilities at work. 2. To identify which among the 5 components of emotional intelligence the students' respondents are strong in, weak in, or need improvement. 3. To explore the students' respondents’ sensitivity, receptivity and responsiveness navigating the process of self-reflection and introspection. 4. To generate substantial data and information out of this exploratory endeavour, which will be the basis for more comprehensive research in the future. <p>Significance:</p> <ul style="list-style-type: none"> • It is essential for the students to fully realise and appreciate the crucial role and contribution of emotional intelligence in their field of work. • It is imperative for the students to enhance their self-assessment capabilities necessary for their continuous personal and professional development. 	<p>November 2025</p>

- It is pertinent for the HealthCare sector to be staffed by workers who are emotionally intelligent, apart from being knowledgeable, skilled and experienced.
- It is important for the ICL Academic community to emphatically integrate the pivotal components of emotional intelligence in the curriculum, instruction and apprenticeship.

Theoretical Framework:

Daniel Goleman's Emotional Intelligence Theory E.Q Components: 1. Self-awareness 2. Self-regulation 3. Motivation 4. Empathy 5. Social Skills
 Conceptual Framework: The Gibbs Reflective Cycle Model Six Stages of the Gibbs Reflective Cycle 1. Description 2. Feelings 3. Evaluation 4. Analysis 5. Conclusion 6. Action Plan

Research Design:

A Descriptive-Analytical Approach will be used, drawing on exploratory and content analysis techniques.

Sampling Techniques:

It will use a non- probability sampling technique primarily employing the convenience sampling method.

Selection Sampling Criteria:

- Students must be currently enrolled and pursuing a Master's Degree in Healthcare.
- Students must be working in the Healthcare sector by the time of the research process. 3. Student participants must be both men and women equally, regardless of their other demographic background. Sample Size: 20 HealthCare students (10 women and 10 men).

Data Analysis:

The research proposal will purely rely on qualitative data. (Stand-alone study)

Research Methods:

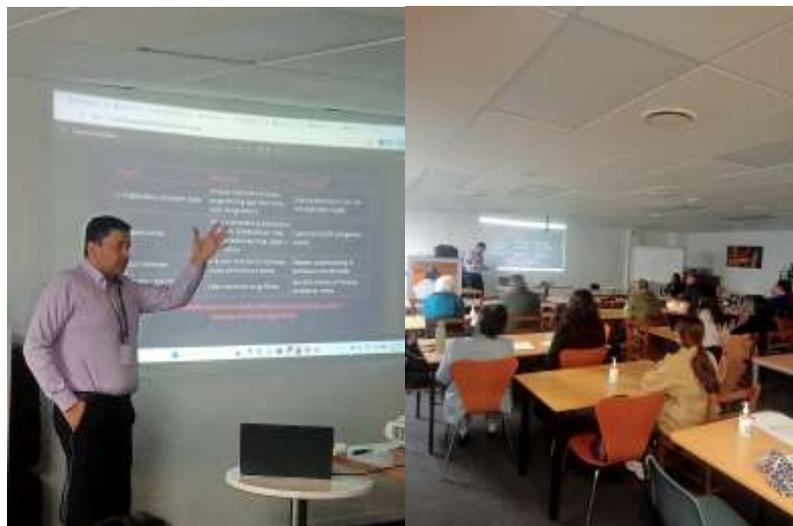
Mixed Methods Grounded Theory: a qualitative research methodology that seeks to understand the meanings behind people's interactions, social actions, and experiences. Research instrumentations will be as follows:

- Focus Groups (discussion/ rehash on Emotional Intelligence and Gibbs Reflective Cycle Model in the context of their Duty of Care at work).
- Face-to-face interviews (semi-structured) with the research participants. (10 male students will be interviewed by Lourdes, while the 10 female learners will be interviewed by Jimmy).

	<ul style="list-style-type: none"> 3. A robust review of an annotated bibliography directly relevant to healthcare practitioners' emotional intelligence vis-a-vis healthcare delivery services. 	
<p>Premalatha Sampath, Justin Joseph and Rakibul Hoque</p>	<p style="text-align: center;">Rethinking Pair Programming with Generative AI</p> <p style="text-align: center;">Abstract</p> <p>Teaching introductory programming to undergraduate students continues to present challenges due to limited prior experience, underdeveloped analytical skills, and difficulty in translating problem-solving into executable code. Traditionally, Pair Programming (PP)—an Agile methodology in which two programmers collaborate in driver and navigator roles—has been an effective pedagogical tool for enhancing learning, engagement, and problem-solving skills. However, the rapid emergence of Generative AI tools such as <i>GitHub Copilot</i> and <i>ChatGPT</i> is transforming this paradigm into what can be termed human–AI pair programming (pAIr programming), necessitating a rethinking of collaborative learning practices in computing education.</p> <p>Recent studies indicate that while AI-assisted coding tools can generate functional solutions efficiently, they often introduce subtle errors that require critical human oversight. This duality makes AI a valuable collaborator for advanced programmers, yet potentially problematic for novices prone to cognitive offloading or over-trusting AI outputs. Moreover, current research focuses predominantly on professional developers, leaving a significant gap in understanding Human–Human–AI triadic collaboration in educational contexts.</p> <p>This study proposes reframing pair programming as a dialogic partnership between students and AI—termed <i>AI-augmented pair programming</i>. Underpinned by social constructivism (Vygotsky) and cognitive apprenticeship theory, the approach positions AI as a <i>Socratic co-investigator</i> that stimulates questioning, reflection, and metacognition rather than merely generating answers. Through prompt engineering and tiered scaffolding, students are encouraged to articulate reasoning, critique AI-generated solutions, and develop self-regulated learning habits. The AI's neutrality further fosters a psychologically safe environment, reducing anxiety and encouraging experimentation.</p> <p>Within the New Zealand tertiary education context, integrating generative AI into programming curricula aligns with national initiatives emphasising ethical AI use, collaboration, and innovation. Empirical evidence from prior studies supports the benefits of collaborative approaches—paired students outperform solo learners, with most reporting enhanced confidence and code quality. The integration of AI tools into BBIS 5101/5102 programming courses at ICL Business School demonstrates how scaffolded AI use can strengthen alignment with learning outcomes, authenticity, and reflective practice through Human–Human–AI triadic collaboration.</p> <p>Methodologically, a mixed-methods approach—including student surveys, classroom studies, and interviews—reveals that pairing students with AI shifts their role from programmers to skilled code editors, necessitating development of metacognition and reflective learning.</p> <p>Findings are expected to yield theoretical, pedagogical, and strategic contributions. Theoretically, the research will advance understanding of</p>	<p>October 2025</p>

	<p>human–Human-AI collaboration dynamics and dialogic learning in computing education. Pedagogically, it will provide frameworks for ethical AI integration that foster autonomy, scepticism, and reflective practice rather than dependency. Strategically, it will align IS/IT curricula with evolving industry trends where AI-embedded systems and collaborative intelligence define professional competencies.</p> <p>The research concludes with policy and professional development recommendations for ethical AI integration, aiming to enhance creativity, teamwork, and academic integrity in programming education.</p>	
<p>Bindu Bansal</p>	<p style="text-align: center;">Enhance the Integration of ICL Students in the ECE Sector</p> <p style="text-align: center;">Abstract</p> <p>This research aims to assess the integration of ICL students into the ECE sector through an effective practicum program. The plan is to identify factors affecting students’ practicum outcomes and how to manage them to support better integration into the workforce. The role and the ways early childhood education professionals use to support and guide students during practicum will be determined. Different unique features of ICL’s practicum program and their impact on student success will also be looked at.</p>	<p>September 2025</p>

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



The BBIS team is giving a presentation at an ICL research seminar

Professional Development

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

ICL organised two workshop sessions titled “A Comparative Analysis of Qualitative and Quantitative Research Approaches” for all academic staff and students. Professor Ron Newman, the Chair of ICL Research Advisory Board (RAB), conducted both sessions from 30 to 31 October 2025. Academic staff and postgraduate students participated in these interactive workshops.

Associate Professor Dr Syed Jamali, Academic Manager, attended a workshop on post-assessment moderation organised by Ringa Hora on 11 November 2025. This interactive session focused on the complexities of post-assessment moderation, offering useful tips and strategies for assessment best practices.



Professor Ron Newman is conducting the workshop

Aiqiao Liu, ECE lecturer, attended the research seminar "Theorising working theories: Mediators of teaching and learning" on 15 September 2025. Presented by Dr Daniel Lovatt from Te Rito Maioha Early Childhood New Zealand, the session explored critical pedagogical frameworks, reflecting Aiqiao's ongoing engagement with contemporary educational research and practice.

Hemal Manaktala, a Senior Lecturer in ECE, successfully completed several professional qualifications in late 2025. On 21 October 2025, she received certificates of completion for both Multi-Factor Authentication (MFA) training and S.C.A.M. 2: Identification training, both offered by Phriendly Phishing. Additionally, on 16 December 2025, Hemal obtained a Certificate of Proficiency in the Te Mānūtanga Beginners Māori Language 1 (Level 5) course through Auckland University of Technology, passing with High Distinction.

Premalatha Sampath, Programme Manager for Undergraduate Programmes and Lecturer at ICLGBS, participated in several key professional events in late 2025. On 2 September 2025, she attended the AWS Cloud Day Auckland conference at the Aotea Centre. Additionally, on 6 November 2025, she took part in the BCIS Student Showcase 2025, a poster presentation event held at the Auckland University of Technology (AUT) in the Sir Paul Reeves Building.

Rakibul Hoque, a Lecturer at ICLGBS, attended the AWS Cloud Day Auckland conference on 2 September 2025. Held at the Aotea Centre in Auckland, New Zealand, this Amazon Web Services (AWS) event offered an opportunity to engage with the latest advancements in cloud computing and digital innovation.

On 25 December 2025, Randika Antony Nonis, the Tutor of ICLGBS, successfully obtained the Generative AI Overview for Project Managers qualification, marking a significant milestone in his professional development. This achievement underscores Randika's dedication to mastering the integration of generative AI into project management workflows to promote efficiency and innovation. By harnessing these advanced technologies, Randika is well-equipped to improve team productivity and consistently deliver outstanding project results.

ICL'S EXPERTISE IN THE INTERNATIONAL ARENA

The 2025 Sydney Banking and Financial Stability Conference (SBFC)

Dr Junshi Chen, Lecturer at ICL Graduate Business School, presented a research paper titled “Making Better Workplaces? The Impact of Digital Finance on Corporate Employee Treatment” at the 2025 Sydney Banking and Financial Stability Conference (SBFC). The conference was held on December 15–16, 2025, at the University of Sydney Business School.

Abstract

This study investigates the impact of digital finance, the integration of traditional financial services with modern information technology, on corporate employee treatment. While prior research has highlighted the influence of digital finance on firm operations and external financing, its effects on internal stakeholder outcomes remain underexplored. Using firm-level data from China, our study presents robust evidence that digital finance significantly improves employee treatment. Specifically, digital finance can effectively reduce firms' financial constraints and improve information transparency, thereby enabling firms to offer better treatment to their employees. Further heterogeneity analysis reveals that the positive relationship is more prominent in firms located in regions with lower marketisation levels and severe air pollution, indicating that disadvantaged firms are taking advantage of digital inclusive finance to attract employees in a competitive market. Last, we find that digital finance promotes corporate digital transformation and increases the proportion of high-skilled workers within firms, underscoring the importance for employees to invest in skills that are increasingly valued in a digitally enabled economy. Overall, this study deepens our understanding of the role of financial technology in corporate employee treatment strategy and is a timely addition to the current literature.

Australian and Aotearoa New Zealand Communication Association (AANZZA) Conference

Dr Cindy Wang, Lecturer at ICL Graduate Business School, presented a research paper titled “Turning the tide of political engagement: Renshe construction and cross-platform strategies of a Chinese New Zealand politician” at the Australian and Aotearoa New Zealand Communication Association (AANZZA) conference on the Sunshine Coast, Australia.

Abstract

In an era marked by declining civic participation and rising scepticism toward political institutions, diasporic politicians face complex linguistic, cultural, and technological challenges in reaching their communities. This paper examines how a Chinese-born member of New Zealand's National Party (hereafter “the MP”) cultivates a *renshe* (人设), a carefully designed public persona, to engage Chinese-speaking voters while navigating the differing affordances and constraints of Chinese and Western social media platforms. *Renshe* refers to the deliberate curation of identity attributes, such as biography, values, and visual style, aimed at eliciting intimacy and trust online (Gao, 2022; Lin & de Kloet, 2019).

This study focuses on how the MP adapts her *renshe* across Rednote, WeChat Official Accounts, Facebook, and Instagram to “turn the tide” of political engagement among Aotearoa's Chinese diaspora, given the heavy content moderation and censorship on mainland Chinese platforms. Drawing on persona studies and digital cultural translation, *renshe* construction is conceptualised here as a form of soft power that transforms lifestyle storytelling into political mobilisation. Rednote, a popular lifestyle-sharing platform among young Chinese users in New Zealand, restricts overt political messaging and foreign political actors. Despite these limitations, the MP uses Rednote to build a *renshe* as a Harvard-educated, trilingual (Mandarin, Cantonese, and English), successful working mother, positioning

herself as an aspirational role model and cultural bridge. This lifestyle-focused persona enables soft engagement with political issues while avoiding censorship triggers, fostering relational trust and cultural proximity within the Chinese-speaking community.

This paper used a comparative qualitative content analysis of 40 social media posts (10 from each platform), combined with multimodal discourse analysis of captions, imagery, and hashtags. Engagement metrics (likes, comments, shares) and follower demographics are collected to measure the engagement. A semi-structured interview with the MP provides insight into her strategic goals and perceived constraints in addressing the Chinese community.

Preliminary findings reveal distinct patterns of cross-platform identity work. On Rednote, due to platform censorship restrictions, the MP foregrounds her academic credentials, motherhood, and community volunteering, embedding political cues through subtle references, such as community rubbish collection, while carefully avoiding censorship keywords. In contrast, on Facebook and Instagram, she explicitly discusses policy issues, using English-language posts and bilingual infographics to reach both mainstream and diaspora audiences. While core identity markers such as family, education, and service remain consistent across platforms, the narrative tone shifts from relational on Chinese platforms to informational on Western ones. This strategic differentiation enables followers to migrate between platforms for deeper political engagement. By reframing political engagement through cultural strategies rather than overt ideological messaging, this study highlights diasporic communities as important sites of soft political mobilisation, particularly when formal messaging is constrained by state censorship or public distrust. This paper offers insights into how public figures promote themselves across complex, cross-cultural political terrains in the digital age. Moreover, it illustrates effective strategies for political engagement within diasporic communities facing asymmetric censorship regimes, thereby enriching scholarship on political communication, digital media, and diaspora studies.

Advancing Equity: Social Determinants in Migrant and Refugee Health Research Symposium, Auckland University of Technology, New Zealand

Dr. Paula Ray, Academic Director at ICL Graduate Business School, presented a research paper titled, “Bridging the Digital Divide: The Key to Effective Public Health Communication,” at the Advancing Equity: Social Determinants in Migrant and Refugee Health Research Symposium. The event was held on 21 November 2025, at Auckland University of Technology (AUT) and was organised by the AUT Migrant Health Research Centre.

Abstract

Social networking sites (henceforth referred to as SNS) are often used by health practitioners to disseminate information. But they are seldom used for engaging the public, using interactive content. This proposal argues that SNS is an extremely effective communication tool that continues to remain under-utilised when it comes to generating public health awareness. In New Zealand, this gap in public health communication is aggravated by the fact that there are 1.5 million immigrants who are foreign-born, accounting for 29% of the total population (Migration Policy Institute, 2023).

Let us consider the incidence of colorectal cancer screening. About 3,000 cases of bowel cancer are diagnosed every year in New Zealand, leading to about 1,200 deaths annually (Bowel Cancer NZ, 2024). There are regular actions taken by Te Whatu Ora to raise awareness and encourage participation for early screening of this disease. In spite of it, New Zealand continues to have the highest rates of bowel cancer in the world, a considerable share which come from the migrant population. Asian communities are often left out due to lack of “attention to cultural determinants of screening”, resulting in inequitable services (Bong & McCool, 2011).

To a large extent, this could be attributed to the lack of engagement strategies in public health communication. Research shows that SNS-based communication has the potential to not only spread information but also obtain public discourse on issues that affect them. Facebook, which engages in relationship-based communication (Ray, 2014), can encourage the lay public to engage in a conversation with the public health organisation as well as others facing similar

ailments, and find their niche support system. Instagram, which engages primarily in visual communication, can make the SNS posts gimmicky and popular among the young audience, thereby drawing their attention and engaging them in an interactive conversation. A case in question is the bowel cancer awareness campaign, as promoted in New Zealand, compared to similar promotions in the researcher’s home country, India. A comparative content analysis of the visual communication used between these two cultures, proposes to help us identify patterns, interpret themes, and predict trends that would impact future practice in public health communication.

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

Recently, students who have completed their Master of Management and Master of Business Informatics programmes have finished their final Applied Project/Thesis under the supervision of their respective supervisors. These research projects have been completed and submitted on schedule. Furthermore, the students have explored some exciting and relevant areas.

Master of Management (MM)		
Research Topic	Researcher	Supervisor
Analysis of the Impact of Online Customer Reviews on Purchasing Decisions on E- Commerce Platforms: A Case of SHEIN buyers.	Jasmeen	Kane Hopkins
Navigating Cost-of-Living Challenges: How Immigration Policy, Rent Burden, and Inflation Shape the Wellbeing of International Students in New Zealand	Madhu	Sharon Baylon-Lappao
Evaluating the Impact of Digital Retail Technologies on Customer Satisfaction in New Zealand	Akshay Sharma	Sharon Baylon-Lappao
The Socioeconomic Impact of Recession on Migrant Workers in New Zealand	Anuka	Dr Muhammad Atiqu
Exploring the Impact of Service Quality on Customer Satisfaction in the Mobile Telecommunications Industry in New Zealand	Pussewala Liyana Anuradha Priyadarshani	Sharon Baylon-Lappao
The Influence of Labelling Credibility and Marketing Transparency on Purchase Intention for Organic Products in New Zealand Supermarkets: The Mediation Role of Consumer Trust	Ashishkumar Kachhadiya	Dr Jessica Doan
Exploring Environmental Awareness: International Students’ Experiences in Auckland, New Zealand	Ayleen Vanessa Bogoya Jerez	Dr Geoff Duncan
An Analysis of the Impact of Work-Life Balance on Job Satisfaction and Performance: A Case Study of Traffic Controllers in New Zealand	Babita Pathak	Dr Michelle Williams

Consumer Trust in Local vs International Online Fashion Platforms: Examining the Role of Perceived Financial and Product Risk in New Zealand	Bhavneet Singh	Hayati Jalal
The Impact of Mobile Ordering Systems on Customer Satisfaction, Wait time And Staff Efficiency in the New Zealand Restaurant Industry	Blenitha Pinto	Dipendra Ghimire
What Have Been the Experiences of International Students in Auckland Universities of Using Artificial Intelligence in Relation to Their Innovation and Creativity?	Bogaha Gedara Indika Manoj Karunarathne	Dr Geoff Duncan
Consumer Perceptions on the Adoption of Plant-Based Diets in New Zealand	Camilo Andres Ibacache Saralegui	Chandra Sharma Poudyal
Analysis of Employment Opportunities for International Students in New Zealand	Yige Cao	Chandra Sharma Poudyal
The Role of Digital Marketing in Shaping Restaurant Consumer Behaviour in New Zealand	Carmen Del Rosario Bazan Tirado	Sharon Baylon-Lappao
Analysis of Factors Influencing Customer Loyalty in Cafes in NZ	Cehua Dong	Achyut Aryal
Consumer Perception of Data Privacy and Its Effect on Online Shopping Behaviour in New Zealand	Dipesh G C	Dr Til Chhetri
Analysis of Type 2 Diabetes Awareness and Preventive Health Behaviours Among International Students in New Zealand	Enkhtsetseg Damiranjav	Neeri Ramchundar
Exploring mobile payment behaviour of young adults	Fang Hou	Dr Muhammad Atique
Exploration of effective strategies for improving performance of urgent care clinic in New Zealand	Harsh Gallani	Dr Geoff Duncan
AI Skills and Job Market Transformation: A Mixed-Methods Study on Industry Demand and Individual Perceptions in the New Zealand Market	Huatian Guo	Dr Muhammad Atique
Assessing the Impact of Digital Transformation on Customer Satisfaction in New Zealand's Banking Sector	GURPREET SINGH NARANG	Sharon Baylon-Lappao
Analyses of the Impact of Social Media on Customer Dining Decisions in New Zealand	Kaixin Huang	Dr Til Chhetri
Customer Support Excellence in Automated Baggage Handling: A Case Study of Beumer Group	Jacquiline Pia De Vera	Sharon Baylon-Lappao
Analysis of the Impact of Social Media Influencers on Consumer Purchasing Decisions in the Indian Cosmetic Industry	Jayalakshmi Chenangat	Dr Michelle Ladwig Williams
Exploring the Experiences of Chinese Students (Aged 18–30) in Deciding to Study in New Zealand	Jiayi Kang	Dr Geoff Duncan

Impact of Customer Relationship Management Systems on Customer Behaviour in Hospitality: The Mediation Effect of Service Quality and Customer Satisfaction.	JOSE IGNACIO MEDINA VILLENA	Dr Jessica Doan
Analysis of the Perception of the Integration of AI Technology in Producing Custom-Made Clothing in New Zealand.	JYOTINDER SINGH	Kane Hopkins
Exploring the Experiences of Indian Physiotherapists in Delivering Cross-Border Post=Surgical Tele=Physiotherapy to Non-Resident Indian Patients	Kritika Rana	Dr Geoff Duncan
Customer Satisfaction with the Contactless Payment System on Public Transport in New Zealand	Lavleen Kaur	Nireshnee Ramchundar
Evaluating the Impact of Woolworths' Loyalty Programme on Customer Satisfaction and Loyalty in the Context of Digital Retail Transformation	LEI TAN	Sharon Baylon-Lappao
Analysing the Impact of Customers on the New Zealand Vegetarian Industry	Liping Zhou	Dipendra Ghimire
Drivers, Barriers, and Technology Use in New Zealand Consumers' Adoption of Online Grocery Shopping	Loveneet kaur	Hayati Abdul Jalal
The Experiences of Employees in Sri Lankan-Owned Retail SMEs in Auckland: Digital Transformation and Its Impact on Work Motivation	Jayalath Pathirana Maheshi Nilushika Rajapaska	Dr Geoff Duncan
Perceptions of Career Pathways in the Renewable Energy Sector: Insights from Graduate and University Students and Graduates, Including Professionals.	Marcus Bezerra	Dr Til Chhetri
An Exploration of Auckland Hospitality Managers' Experiences of Using Digital Marketing Strategies to Influence Occupancy Rates	Mayank Pragneshkumar Mehta	Dr Geoff Duncan
Analysis of Factors Influencing Entrepreneurial Intentions among International Students in New Zealand	Minjun Zhang	Dipendra Ghimire
An explanation of the Experiences of Facility Managers in New Zealand's Commercial Sector Implementing Preventive Maintenance to Improve Operational Efficiency.	Parth Kantibhai Patel	Dr Geoff Duncan
Analysis of International Students' Experience in Accessing Healthcare in Aotearoa New Zealand	Patricia Ming Miranda	Elizaveta Tarasova
A Quantitative Study of International Students' Awareness, Attitudes, and Engagement Towards Waste Management in New Zealand	Paulo Marcos de Sousa Kampally Pravalika	Hayati Abdul Jalal Kane Hopkins
Analysis of the Impact of Weather Lives of New Zealand Residents	Pritpal Singh	Kane Hopkins

Analysis of Patient Satisfaction and Service Quality in the Public Healthcare Sector and Other Healthcare Facilities in New Zealand	Rahul Choudhary	Neeri Ramchundar
Impact of Digital Media Learning Resources on the Academic Performance of International Students in New Zealand	Ramneek Singh Dargan	Nireshnee Ramchundar
Analysis of Digital Marketing Strategies for Attracting and Retaining Customers in New Zealand Supermarkets	Rashmeet Singh	Dr Sheerali Arya
Exploring the Experiences of Customer Relationship Management (CRM) Strategies on Customer Retention in the Banking Sector in New Zealand	Rathnayake Mudiyansele Ishani Anurada Ariyasinghe	Dr Geoff Duncan
Impact of Digital Banking Transformation on Employee Job Satisfaction and Performance in Sri Lanka's Banking Industry	Senaka Thenannehelage Thinali Dilinika Somaweera	Sharon Baylon-Lappao
Patient Perspectives on Collaborative Care Models: Integrating Natural Health Services into Primary Healthcare in Aotearoa New Zealand	Sergei Arefev	Elizaveta Tarasova
Analysing Buy Now, Pay Later (BNPL) Service Usage and Its Implications on Different Age Group Customers in New Zealand	Shristi Adhikari	Dr Sheerali Arya
Support Services of International Students in Auckland: Experiences of Access and Engagement	Bina Sunar	Dr Geoff Duncan
The Influence of Corporate Social Responsibility on Consumer Purchasing Decisions in Multinational Enterprises	Suphakorn Naruenartwanich	Dr Michelle Williams
Analysis of the Influence of In-Store Marketing Methods on Consumers' Preferences in the Retail Sector in New Zealand	Svetlana Petukova	Elizaveta Tarasova
Analysis of the Impact of Work Environment on Employee Retention in the Banking Sector in India	Swati Chhabra	Dr Jessica Doan
Impact of Influencer Marketing on Consumer Behaviour and Brand Loyalty among Gen Z in New Zealand	Tandeep Kaur	Chandra Sharma Poudyal
Healthy Eating Campaigns and Consumer Food Choices in New Zealand: A Theory of Planned Behaviour Study	Tarang Bharatbhai Moradiya	Hayati Abdul Jalal
Optimisation of Loyalty Programmes to Increase Customer Retention in the New Zealand Retail Industry.	Tosha Bhatt	Chandra Sharma
Analysis of Public Perception of the Current Civil Transport Infrastructure in New Zealand.	Victor Rodolfo	Dr Junshi Chen
Analysis of the Impact of Training and Career Development on Employee Satisfaction in the Hotel Sector in New Zealand	Xinyue Jia	Dr Til Chhetri

Analysis of Rent Affordability by International Students in New Zealand	YING LEI	Dr Sheerali Arya
The Impact of TikTok Marketing on Consumer Engagement and Brand Perception in New Zealand	YING WANG	Dr Sheerali Arya
Understanding the Influence of Attitudes, Social Norms, and Price Sensitivity on Young Consumers' Purchase Intentions toward Sustainable Products in New Zealand	Yunxiao Li	Dr Michelle Williams
The impact of Music-Induced Emotion on Customer Intentions in Auckland's Hospitality Sector	Yuru Liu	Dr Jessica Doan
Exploration and Analysis of Critical Factors Affecting House Purchase Decision in the New Zealand Property Market	Zhaoting Wang	Dipendra Ghimire
Master of Business Informatics (MBI)		
Exploring the Potential of Artificial Intelligence in Enhancing Anti-Money Laundering (AML) and Compliance Practices in the Sri Lankan Banking Sector: Challenges, Readiness, and Lessons from Global Case Studies	Asanka Maduranga Parana Mannage	Dr Hemanta Kumar Yadav
Impact of ERP Systems on Business Operations in Local Companies	Bhaskar Dhiman	Dr Sheerali Arya
Evaluating the Impact of Online Banking on Customer Trust and Transparency in Sri Lanka	Chanchala Thushani Basnayake	Dr Sheerali Arya
Impact of AI Technology on Academic Performance of Higher Educational Students in Auckland, New Zealand	Charuni Erandika Dayananda	Dr Neset Tan
Impact of AI-Powered Chatbots on Response Time, Resolution Rate, and Satisfaction in the Retail Sector: Evidence from New Zealand	Chinthaka Wijesekara	Dr Neset Tan
An Assessment of the Integration and Inclusion Levels of the International Students in New Zealand's Communities Using Multi-Channel Approaches	Nguyen Chuong Thinh	Dr Sheerali Arya
Connected Roads Ahead: Public Engagement with V2X Technology in New Zealand's Shift to Autonomous Transport	Dann Francis Hernandez Closa	Dr Hemanta Kumar Yadav
Professional Digital Footprint Management among International Students in New Zealand: A LinkedIn Focused Study	M.D.U. Jayarathne	Dr Sheerali Arya
Role of AI-Based Audit Technology in Audit Quality: A Study Based on New Zealand	Dharshana Suminda	Dr Sheerali Arya
Digital Ethics and Privacy Concerns among New Zealand Consumers Using AI-Powered Services in E-Commerce	Dilan Ishara Madawala Gamage	Dr Sheerali Arya

Factors influencing consumer adoption of Digital Wallet Payments and Retailer Integrated Loyalty Programs.	Gokilavani Mohan	Dr Sheerali Arya
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