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## The 2014 AIS research awards

The Research Award was established within the last year in order to acknowledge and showcase the culture of research and publication within AIS. The New Zealand Qualifications Authority (NZQA) require staff teaching on degree programmes to be research-active, as this follows from natural curiosity about their academic subject area, and leads to improved teaching. The Award acknowledges those staff who have produced quality outputs over the previous year.

Applications for the Awards were invited from all teaching staff, and a panel consisting of Dr Adam Brown (Director of Research), Dr Nevan Wright (Academic Head of Postgraduate Studies) and Hamish Small (Academic Head of the Hospitality Management programme) considered the applications according to a scoring scheme, and selected the winners.

There are two categories. Firstly, the Established Researcher category is for those staff with rankings in the six-yearly Performance-Based Research Funding (PBRF) scheme administered by the Tertiary Education

Commission (TEC). The Emerging Researcher category is for those without. We also made some "honourable mentions", ie staff who did not win the award (including members of the panel), but who nevertheless had noteworthy outputs. The awards were made at the AIS Graduation Ceremony on 22 September.

The Research Award for the Emerging Researcher category was won by Saida Parvin, a lecturer in the International Business programme. Saida is pursuing a PhD at Victoria University of Wellington on the empowerment by microfinancing of women in her native Bangladesh. Nevertheless, she also wrote two chapters in a book entitled *New beginning: New kiwi women write their stories*,

in addition to giving two presentations at the AIS conference conducted by the Centre for Research in International Education (CRIE).

The Research Award for the Established Researcher category was won by Dr Ershad Ali, a senior lecturer in the International Business programme. Ershad co-edited three books, in collaboration with Dr Mike Roberts, the former Academic Vice-President, and Prof Kartik Roy, Adjunct Research Professor, in addition to several joint chapters in those books. He also produced several sole- and joint-authored articles for scholarly journals, as well as contributing to several joint presentations at the CRIE conference, some of which led to publication.



There were three honourable mentions:

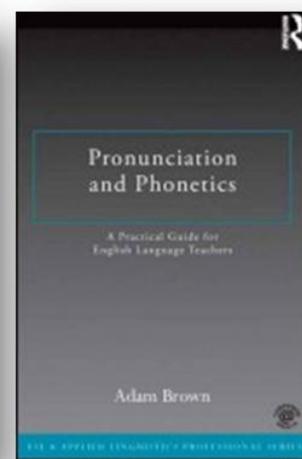
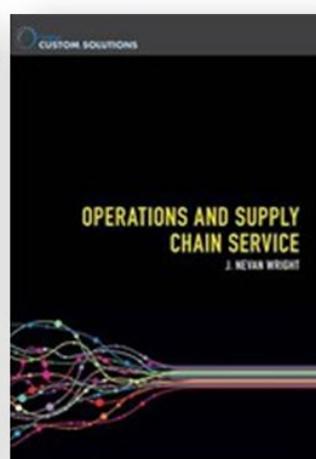
Dr Semisi Taumoepeau (Academic Head of the Tourism Management programme), is an Associate Director of the New Zealand Tourism Research Institute (NZTRI), based at AUT University. With Prof Simon Milne of AUT, he has produced a number of consultancy reports for the South Pacific Tourism

Organisation, with strategic tourism plans for various Pacific Islands. He is also the sole author of two book chapters on air transport in the South Pacific.

Prof Nevan Wright (Academic Head of Postgraduate Studies) is the sole author of a book entitled *Operations and supply chain service* published in 2013 by Cengage Learning, a

prestigious publisher based in Australia.

Dr Adam Brown (Director of Research) is the sole author of a book entitled *Pronunciation and phonetics: A practical guide for English language teachers*, published in 2014 by Routledge, a member of the worldwide publishing group Taylor & Francis.



## Featured researcher: Ershad Ali



Ershad is the Deputy Academic Head of the International Business programme. He has a PhD in Economics from

Massey University, and has worked on funded projects with international bodies including the World Bank, International Monetary Fund (IMF) and International Fund for Agricultural Development (IFAD). He is also the Honorary Consul for the Republic of Maldives in New Zealand, and serves the community as a Justice of the Peace for New Zealand.

Ershad joined at AIS in 2004 and since then has made a significant contribution to changing the research culture. His

extensive network with external research communities has initiated a number of collaborative research projects such as organising conferences and a publication scheme jointly with the International Institute for Management Studies (IIMS) India, Cavite Philippine, Universiti Teknologi MARA Malaysia, Xuzhou Institute of Technology China, and Swinburne University Australia. These research projects have been providing the opportunity for AIS researchers to be

active in research and produce publications in both domestic and overseas journals. Ershad is actively involved as the editor of three international refereed journals, and as an editorial advisor/reviewer of another half a dozen refereed journals both in New Zealand and overseas. He is also actively involved in supervising PhD research work from five universities in New Zealand and abroad.

His book entitled Bangladesh Studies is being used as textbook by three universities. Another book entitled Fundamentals of Economics is one of the first textbooks published from the PTE sector. His refereed publications reached 100 in 2014. He has delivered lectures as a keynote speaker at a number of universities in Australia, China, Fiji, India, Bangladesh, etc. Ershad is interested in continuing research in the

areas of international education, international business and development economics. According to Ershad, if you want to be a successful researcher, you should:

- not leave till tomorrow what you can do today
- choose a research topic that is relevant to your interest and/or your job
- not be disappointed if publishers reject your paper a few times

Abbott, M. and Ali, E. (2011). *Fundamentals of economics*. South Melbourne, Australia: Cengage Learning.

Yazdani, N.A.M., Khan, R. and Ali, E. (2011). *Bangladesh studies*. Dhaka, Bangladesh: Global Study Research and Publication.

## Featured researcher: Nick Towner

Nick recently joined the AIS teaching staff, after completing his PhD at Auckland University of Technology. He explains what his PhD research investigated.

Surf tourism is expanding into regions with newly discovered surf breaks, often in less economically developed world parts of the world. The economic, environmental and socio-cultural benefits that surf tourism brings to many destinations worldwide are significant; however, adverse community impacts can also be significant and are often overlooked. The Mentawai Islands, located off the west coast of Sumatra, Indonesia, are an

emerging surf tourist destination and provided the case study used in Nick's thesis to explore multiple stakeholder perspectives on surf tourism development. Nick's research has illustrated the complex challenges that stakeholders face in attempting to enhance the sustainability of surf tourism development in the Mentawai Islands. The findings revealed a number of underlying themes that include

- the need for improved communication between stakeholders
- the inadequacy of current tourism-management strategies
- the importance of local community participation
- the need for more sustainable surf tourism development practices in the Mentawai Islands



## Tables

This is the first of several articles about the purpose, design and use of graphics in research reports. The purpose of all these graphics is twofold:

1. To present data in an economical way
2. More importantly, to present data in a way that highlights the point you are trying to make

While these articles talk about the use of graphics in written research reports, most of the points hold if graphics are used in oral presentations.

Graphics can be categorised into two: tables and figures. Essentially, figures are anything that is not a table. This article describes the dos and don'ts of tables. The important feature of a table is that it is a grid consisting of rows and columns. In this way, a large amount of information can be presented in an efficient manner. For instance, here is a table presenting the result of four experiments with subjects:

| Subject | Exp 1 | Exp 2 | Exp 3 | Exp 4 | Total |
|---------|-------|-------|-------|-------|-------|
| A       | 7.21  | 7.33  | 7.02  | 7.17  | 28.73 |
| B       | 6.50  | 8.84  | 7.25  | 5.78  | 28.37 |
| C       | 8.03  | 7.63  | 6.99  | 6.02  | 28.67 |
| D       | 5.51  | 5.98  | 7.45  | 9.02  | 27.96 |

As you read this table, what thoughts came to your mind? You probably started by reading the top row and the leftmost column, so it is important that these are used to show the categories, not data. You probably also assumed that the data was out of 10 each time, although this is not stated; it is important that categories are clearly stated either in the table (Exp 1 (out of 10)) or in the accompanying text. Your eye probably went across the rows and down the columns.

The real problem with tables is often that points that need to be emphasised are not clear. For instance, was it obvious that subject A is the most consistent, B is the most erratic, C's scores get worse and worse, while D's improve each time? They all end up with overall scores of 28, but for very different reasons. Similarly, were all four experiments equally difficult? In fact, subjects did much better on Experiment 2 than they did on Experiment 1 – but this is not at all obvious from the table; perhaps another row giving total or average scores per experiment is needed.

Nevertheless, tables are very common and very useful ways of presenting data in an organised fashion. It would, for example, be very strange to have a blank cell in a table.

Should you use Microsoft Word or Excel to create them? This depends on whether some of the cells contain totals. In the above table, the rightmost column is the total of the four scores; this can be calculated automatically by Excel – especially useful if there are, say, 100 subjects. The table can then be easily copied and pasted into the Word report.

How can the design of the above table be improved? The width of each column should be adjusted to avoid large amounts of blank space. Where the columns represent similar data (eg the scores from the four experiments), they should be similar widths; do this by highlighting the columns, right-clicking and selecting *Distribute Columns Evenly*. You should also consider whether the data in each cell should be left-justified, centred, or right-justified; in the tables below, the totals column is right-justified, so that the grand total, which consists of a five-digit number has the decimal point in the same place as those above it.

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*“The real problem with tables is often that points that need to be emphasised are not clear.”*

Think of using a template instead of the above, default grid of rows and columns with single lines. This may be fine for something like a statement of accounts, but is frankly boring in other circumstances. Highlight the table, click on *Table Tools > Design*, and select from one of the many design templates offered. One that uses colour is great in PowerPoint presentations, but of course will only work in written reports if you print the final version on a colour printer. Which of the following designs do you think is most attractive? (They are all equally easy to create.)

| Subject      | Exp 1 | Exp 2 | Exp 3 | Exp 4 | Total  |
|--------------|-------|-------|-------|-------|--------|
| A            | 7.21  | 7.33  | 7.02  | 7.17  | 28.73  |
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| <b>Total</b> | 27.25 | 29.78 | 28.71 | 27.99 | 113.73 |

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*“One that uses colour is great in PowerPoint presentations, but of course will only work in written reports if you print the final version on a colour printer.”*

Consider grouping some of the columns if they are of the same type. Highlight the cells, right-click and select *Merge Cells*.

| Subject      | Experiment |       |       |       | Total  |
|--------------|------------|-------|-------|-------|--------|
|              | 1          | 2     | 3     | 4     |        |
| A            | 7.21       | 7.33  | 7.02  | 7.17  | 28.73  |
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| <b>Total</b> | 27.25      | 29.78 | 28.71 | 27.99 | 113.73 |

Again, a table presents lots of data in an organised fashion; however, it does not emphasise anything in particular. In the next articles, we will look at other graphics (pie chart, line graph, etc) that are better in this respect.

## Research outputs by AIS staff

- Ali, E.** (2014). An analysis of the impact of internationalisation of education to the health sector of New Zealand. *Modern Management*, July, pp.18-26.
- Ali, E.** (2014). Globalisation and internationalisation of education: Is on right direction? Accepted for publication in *Modern management*, December 2014 issue.
- Ali, E.** (2014). Trade, investment and opportunities for China. Keynote presentation, Frenken Institute workshop, Shanghai, China. 27-30 April.
- Ali, E.** (2014). Trends in internationalisation of education: Opportunity or threat for New Zealand? 'Promises and challenges 2015 and Beyond', 3<sup>rd</sup> international Conference on Growth, Globalisation and Governance. JKL University, Jaipur, India, 19 - 21 December.
- Ali, E.** (2014). Child labour in Bangladesh: A critical reflection. Keynote presentation, 5<sup>th</sup> IIMS conference on Managing Development in Emerging Economy. April 2015.
- Bianconi, A., Watts, M. J., Huang, Y., Serapião, A. B. S., Govone, J. S., Mi, X., Habermann, G. and Ferrarini, A.** (2014) Applying computational intelligence methods to modeling and predicting common bean germination rates. *Proceedings of the International Joint Conference on Neural Networks (IJCNN)* 2014 pp. 658-662.
- Brown, A.** (2014). Integrating pronunciation with spelling and punctuation. Accepted for publication in T. Jones (Ed.). *Integrating pronunciation with other skills areas*. Alexandria, VA: TESOL Inc.
- Brown, A.** (2014). Syllable structure. Accepted for publication in J. Levis & M. Reed (Eds.). *Handbook of English pronunciation*. Hoboken, NJ: Wiley-Blackwell.
- Brown, A.** (2014). Speed in the teaching of pronunciation and listening. CLESOL Retold conference, Unitec. 3 December.
- Karia, M.** (2015). Invited presentation at Enhancing Teaching Strategies for Excellent Teaching in Higher Education symposium, Beijing Normal University, May 2015.
- Karia, M., Bathula, H., & Abbott, M.** (2015). An experiential learning approach to teaching business planning: Connecting students to the real world. In L. Mang & Y. Zhao (Eds.) *Exploring learning and teaching in higher education* (pp. 123-144). Berlin & Heidelberg: Springer.
- Khan, R. H. & Shaikh, A. H.** (2014). Workshop on social media marketing strategy for PTEs in New Zealand. Annual conference of Independent Tertiary Education New Zealand, Queenstown. 10-12 September.
- Milne, S., Taumoepeau, S., Deuchar, C & Sun, M.** (2014). *Training modules for the tourism and hospitality industry, Samoa tourism and hospitality workforce development*. Report prepared for the New Zealand Tourism Research Institute (NZTRI), Auckland University of Technology.
- Subramaniam, G., Ali, E. & Maniam, B.** (2014). Subjective financial wellbeing and incidence of indebtedness among young workers in Malaysia. *Business Studies Journal*, 6(2), pp. 57-67.
- Taumoepeau, S.** (2014). Suitability of the low cost carrier model for the South Pacific region. In D. Duval (Ed.) *Air transport in the Asia Pacific*. London: Ashgate.
- Taumoepeau, S.** (2015). Air transport and tourism linkage in the South Pacific. Accepted for publication in D. Harrison & S. Pratt (Eds.) *Tourism in the South Pacific*. London: Routledge.
- Taumoepeau, S. Pranish, T. & Lal, B.** (2014). The effectiveness of particular support mechanisms for Pasifika students in New Zealand: A case study. 'Weaving Theory and Practice in Teacher Education for Oceania', University of the South Pacific Vaka Pasifika Education Conference, Nukualofa, Tonga. 23-26 September.
- Towner, N.** (2014). *Surf tourism and sustainable development: Mentawai Islands, Indonesia*. Saarbrücken, Germany: Scholars' Press.
- Towner, N., Vas, K. & Milne, S.** (2014). Birdwatching as a potential tourism market on Kiritimati Island. New Zealand Tourism and Hospitality Research Conference, Hamilton. 9 – 12 December.
- Watts, M. J.** (2014) Evolving connectionist systems can predict outbreaks of the aphid *rhopalosiphum padi*. *Proceedings of the International Joint Conference on Neural Networks (IJCNN)* 2014 pp. 646-650.

## Local conferences

23 – 26 November 2014

Australasian Society for Computers in Learning in Tertiary Education (ascilite) Conference

Rhetoric and Reality: Critical perspectives on educational technology

University of Otago, Dunedin

<http://ascilite2014.otago.ac.nz>

26 - 28 November 2014

Association of Tertiary Learning Advisors of Aotearoa New Zealand

Enhancing Student Success in a changing World

AUT University, Auckland

[www.atlaanz.org/conference/2014-conference](http://www.atlaanz.org/conference/2014-conference)

8 – 9 December 2014

*World Business, Finance and Management Conference*

Rendezvous Hotel, Auckland

[www.newzealandconfo.com](http://www.newzealandconfo.com)

8-10 December 2014

IEEE International Conference on Teaching, Assessment, and Learning for Engineering

Wellington, New Zealand

[www.tale-conference.org/tale2014/cfp.php](http://www.tale-conference.org/tale2014/cfp.php)

9 – 12 December 2014

New Zealand Tourism and Hospitality Research Conference

“Tourism in the Asia Pacific Region”

University of Waikato, Hamilton

[gce.orbit.co.nz/ei/images/NZ\\_Tourism\\_Hospitality\\_Research\\_Conference\\_Call\\_for\\_Papers.pdf](http://gce.orbit.co.nz/ei/images/NZ_Tourism_Hospitality_Research_Conference_Call_for_Papers.pdf)

15-18 December 2014

The Tenth International Conference on Simulated Evolution and Learning (SEAL) 2014

Dunedin, New Zealand

[seal2014.otago.ac.nz/](http://seal2014.otago.ac.nz/)

12 – 15 January 2015

17<sup>th</sup> Global Risk and International Business World Congress

Stamford Plaza, Brisbane

[www.review-gjsg.com/RePEc/sgv/gjsg01/seoul2011/index.php?page=home](http://www.review-gjsg.com/RePEc/sgv/gjsg01/seoul2011/index.php?page=home)

2 – 5 February 2015

CAUTHE (Council for Australasian University Tourism and Hospitality Education)

“Rising Tides and Sea Changes: Adaptation and Innovation in Tourism and Hospitality”

Southern Cross University’s School of Tourism and Hospitality Management, Gold Coast campus

[www.cauthe.org/services/conferences](http://www.cauthe.org/services/conferences)

12 – 13 February 2015

3<sup>rd</sup> International Conference on Management, Leadership and Governance

AUT University, Auckland

[academic-conferences.org/icmlg/icmlg2015/icmlg15-home.htm](http://academic-conferences.org/icmlg/icmlg2015/icmlg15-home.htm)

19-20 February, 2015

13<sup>th</sup> International Conference on Neuro-Computing and Evolving Intelligence (NCEI)

2015

Auckland, New Zealand

[www.aut.ac.nz/\\_\\_data/assets/pdf\\_file/0004/477022/ncei15\\_flyer.pdf](http://www.aut.ac.nz/__data/assets/pdf_file/0004/477022/ncei15_flyer.pdf)



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11 – 13 March 2015  
18<sup>th</sup> Accounting, Financial & Economic Research Conference  
Novotel Canberra  
sgsrconference.review-gjsg.com

26 – 28 April 2015  
19<sup>th</sup> Global Business, Competitiveness & Risks Planning Conference  
Hyatt Regency Perth  
gbcric.review-gjsg.com

10 – 13 June 2015  
13TH Asia Pacific Council On Hotel, Restaurant And Institutional Education (APACCHRIE) Conference, in conjunction with 14th Asia Pacific Forum for Graduate Students' Research in Tourism  
*Hospitality and Tourism in a Greening World: Challenges and Opportunities*  
Viaduct Events Centre, Auckland  
www.apacchrie2015.com

2 - 4 July 2015  
Centre for Research in International Education (CRIE) conference  
"Trends and issues in international education"  
Auckland Institute of Studies  
www.crie.org.nz

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Auckland Institute of Studies is a unique tertiary institution with a distinctive international focus. Since its inception, this developing institute has attracted students and staff from countries around the world and has now developed a number of close relationships with leading educational institutions internationally.

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Diploma in Tourism Management (Level 5)  
National Certificate in Hospitality (Cafés) (Level 3)

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Diploma in Hospitality Operations Management (Level 6)  
Diploma in Hospitality Operations (Level 5)

English as a Foreign Language  
English for Academic Purposes  
IELTS Preparation  
Cert TESOL

\* Subject to NZQA approval

The AIS research newsletter (ISSN 2357-2426) aims to establish and foster collegial partnerships in common research interests, through high quality research outputs and sharing research ideas and resources. Correspondence about the newsletter should be sent to Christine Edwards at the above address, or email [christinee@ais.ac.nz](mailto:christinee@ais.ac.nz). The editors are Dr Adam Brown ([adamb@ais.ac.nz](mailto:adamb@ais.ac.nz)), Dr Ershad Ali ([ershada@ais.ac.nz](mailto:ershada@ais.ac.nz)), and Rubaiyet Khan ([rubaiyetk@ais.ac.nz](mailto:rubaiyetk@ais.ac.nz)).