



# NZSE Research News

EXCITING EDUCATIONAL EXPERIENCES

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## Message from the Managing Director



We were delighted to hold our first Research Symposium on 5<sup>th</sup> December 2014 at our city campus. This was an enjoyable and exciting event which both staff

and students enjoyed and benefitted from. The symposium was another step along our journey to develop a research culture at NZSE. This year the event will involve staff and students from the Schools of ICT, Business, Design, Digital Media and Education.

We are aiming to encourage more staff to engage in qualification independent research and will be holding a workshop for all interested staff to explore research opportunities. The workshop, facilitated by Allison Hislop, Quality Development Manager, will allow staff to discuss ideas for individual or collaborative research and demystify the research proposal application process.



**Vidya Desai, ICT Tutor started studying on the Massey University Executive MBA programme.** Vidya will learn how to become a business leader that can lead small, corporate, or public organisations and contribute to their communities and the broader society.

Vidya is particularly looking forward to completing the Applied Business Research paper, which will provided him with an understanding of the role, place, techniques and tools of research in the management and decision-making processes of a business organisation.



### Research Symposium

Read more about the half day symposium – the keynote speech and student research projects.

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### Staff Research

Find out more about staff research activities and interests.

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# Keynote speech

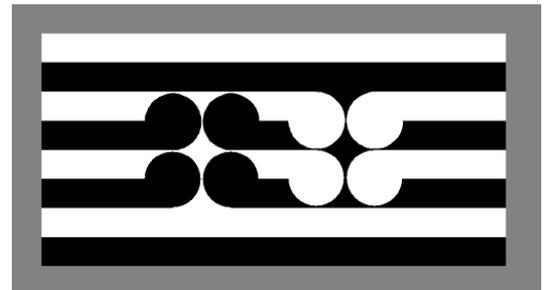
Michael Smythe, Designer and Research Advisory Board member, opened the symposium with an entertaining and informative speech exploring the on-going debate about the design of the New Zealand flag. He suggested that this 21st century revival of the flag debate could pick up where previous rounds left off and improve our economic, cultural, social and spiritual health by actually delivering a result. He explained that the call for change is driven by pride and passion for nailing our colours to the mast and showing the world, and ourselves, what New Zealand is really made of. It is an emotive and complex issue.

As a designer Michael sees a new flag as an overdue opportunity to accelerate cultural, social and economic growth by expressing maturity, letting go of Mother's apron and standing on our unique two feet. By adopting black and white as our national colours Michael



said we align with the emergent strategy of our sports branding.

As with the Stars and Stripes, the Union Jack and the Tricoloreurs, infinite variations on the Gordon Walters theme are possible. In fact it is so distinctive that colour can be applied without losing the connection. But it must be done with care, understanding and mastery of the visual language. Could this art be the starting point for our new flag?



*The audience were impressed by the quality of the research which was presented*

# Student Presentations

Three groups of students from the Diploma in Business Level 7 programme were invited to present their research projects at NZSE's inaugural Research Symposium. They were chosen due to the particularly high standard of their research and findings.

Following the keynote speech from Michael Smythe the first group presented "In and out in a jiffy thanks to the Trolley". The students had an innovative idea to cut down waiting times at the supermarket checkout. They had investigated customer frustration at supermarket checkout waiting times and their interest in using a scanner attached to the trolley. The

group were commended for their creative ideas and professional presentation. The second group of students presented their study on alternative transportation – "Pooling Cabs" in Auckland. The idea struck a chord with many of the audience due to some dissatisfaction about public transport in Auckland.

The final group gave a high octane presentation on the concept of bikers being able to customise high quality bike gear within their budget. The major finding of their research was that there is a lack of options for bikers in New Zealand.



# Internationalisation of Indian firms using networking strategies



Alanah Malkani achieved her Masters in Management with Honours in April this year. Alanah will now use some research time to write a journal article regarding the research.

The study investigated the internalisation of Indian firms using a network strategy approach, it aimed to analyse the dimensions of region and cultural proximity and distance in the network partners. The challenges for such firms lie in facilitating network relations in the context of different network partners both from closer regional areas distant advanced markets. Based on qualitative multiple case study approach, this study highlighted the context of regional and cultural similarity and distance in adaptive network mechanisms. The study had implications for theory that is emerging in the field of

internalisation from an Eastern perspective and it also had strategic implications in practice for internal business managers worldwide.

The study was based on the proposition that Indian firms in their international linkage strategy used a diverse combination of networks involving either regionally similar partners or distant partners or a combination of both. The argument that was expected to emerge was that different network patterns would demand a different system of adaptive mechanisms to make the linkages operational and successful.

The aim of the study was to use the above argument and contribute to theory to explain the adaptive mechanisms that would be demanded in diverse international linkages that would be used by Indian firms. This study addressed the gap in literature on the internationalisation of emerging market firms and the nature of adaptation in their network strategies.



## A design process tool that enables and informs a multi-sensory approach to design for visual communication designers

Bruce Whitford, Head of School – Design presented his Masters in Design research at the Research Symposium which he started in 2014 through Unitec. His research interest in multi-sensory branding and design experiences helped him to focus his research on “establishing processes and approaches that inform and support visual designers in adapting to their expanding role form graphic artist to multi-sensory experiential choreographer”.

Bruce led the audience on a journey of colour, sounds and images, explaining that there are 13 senses, including the sense of warmth. Smell is the strongest sense and it is the only sense which is not reinterpreted when we recall it. Bruce showed the group a slide with familiar logos with unfamiliar words associated to them which highlighted Bruce’s point that sight has the power to persuade against all logic. Colour and shape can overcome words.