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LINGUISTICS

FIELD: Linguistics	TITLE: Digitising Naman	SUPERVISOR(S): Dr. Julie Barbour	PROJECT #1
<p>ABSTRACT:</p> <p>Background</p> <p>The Naman language of Malakula Island was one of four languages being researched by the late Professor Terry Crowley at the time of his death in 2005. The preliminary description of Naman was almost complete when Crowley died, and it was published post-humously as <i>Naman: a vanishing language of Malakula (Vanuatu)</i> (Crowley 2006), comprising a grammar sketch of some 200 pages, three texts, and a word list of 1200 items. Crowley estimated that there were 15 to 20 fluent speakers of the language in the central Malakula region, and many more people of Naman ethnicity who now speak other local Malakula languages. One of these non-speakers indicated her desire to read Naman stories and learn a little of her heritage language in the course of the supervisor’s field work on Malakula.</p> <p>The project</p> <p>Like the sister project run in 2010/11 on the Avava language, this project has a dual focus. Firstly, it is focussed on the preparation of heritage outputs for the few existing Naman speakers and their many descendants. Using Transcriber software, and the Linguist's Toolbox, the student will digitise Crowley's Naman corpus. This will involve using Crowley's recordings of 24 texts, field notes and transcriptions, along with the Naman publication to create a searchable corpus of Naman texts, and an accompanying lexical corpus. As with the previous project, the materials will be assembled for return to the Naman community, and for deposition at the Vanuatu National Library and with the Vanuatu National Cultural Centre.</p> <p>Secondly, the project is focussed on developing linguistic understandings of the Naman language. The student will use the digital corpus to assemble data on grammatical mood morphology, trialling a research heuristic being developed by the supervisor to explore mood systems. Grammatical mood systems are being investigated by the supervisor in a larger comparative study on mood in Vanuatu languages. In collaboration with the project supervisor, the student will develop/critique/extend Crowley's preliminary analysis of mood marking in Naman (or of one other agreed-upon grammatical feature).</p> <p>Student learning</p> <p>By engaging with this project, the student will develop skills in specialist linguistic software needed for language documentation and description. The student will become familiar with the analysis of a specific Oceanic language, and will seek to contribute (with the support of the supervisor) to new understandings of this language with respect to a particular type of grammatical marking. The student will also develop skills in transforming raw linguistic data into products of community value, and thus develop understandings of the ethical obligations of fieldworkers.</p> <p>Crowley, Terry. 2006a. John Lynch (ed.). <i>The Naman: a vanishing language of Malakula (Vanuatu)</i>. Canberra, Australia: Pacific Linguistics, Research School of Pacific and Asian Studies, The Australian National University.</p>			

APPLICANTS:

- An undergraduate degree majoring in linguistics (or near completion) including papers in typology or morpho-syntax at level three or above. Papers in anthropology, anthropological linguistics, or linguistic field methods are desirable.
- An interest in linguistic fieldwork and language documentation.
- Computer literacy.
- Knowledge of a language other than English is desirable.

EXPECTED OUTCOMES OF PROJECT:

- A digital database of field materials on the Naman language.
- A Naman/English text collection extracted from this.
- A Naman/English lexicon extracted from this.
- A co-authored research paper on one aspect of the language under investigation.

NATIONAL INSTITUTE OF DEMOGRAPHIC AND ECONOMIC ANALYSIS

FIELD: 160305 Population Trends and Policy	TITLE: When does population growth end?	SUPERVISOR(S): Prof. Natalie Jackson	PROJECT #2
ABSTRACT: Located in the National Institute of Demographic and Economic Analysis, this research project will provide support for a student to examine the New Zealand experience of the ending of population growth. Population growth is projected to end in New Zealand during the second half of the present century, and globally around the end of the present Century, in both cases as populations complete their demographic transitions. However with the exception of major metropolitan areas, growth has already ended in much of New Zealand (as it has in Australia). The situation is novel and subject to much controversy because the local ending of growth is not as yet accepted as having any strategic or political significance. The student will work with Professor Jackson on the development of socio-demographic profiles for each of New Zealand's 67 Territorial Authorities, with the objective of identifying key issues for the 15 (22 per cent) which have already stopped growing or are declining. The student will be supported to acquire high level skills in demographic analysis and insight into an emerging field of enquiry. Collaborative research outputs will include a NIDEA Working Paper and a refereed journal article.			
APPLICANTS: The student will need to write well and be proficient in Excel.			
EXPECTED OUTCOMES OF PROJECT: The student will gain skills in demographic analysis and insight into an emergent field of enquiry. Collaborative research outputs will include a NIDEA Working Paper and a refereed journal article.			

FIELD: 160305 Population Trends and Policy	TITLE: Finding the Demographic Dividend for Māori	SUPERVISOR(S): Dr. Tahu Kukutai and Prof. Natalie Jackson	PROJECT #3
<p>ABSTRACT: Located in the National Institute of Demographic and Economic Analysis, this research project will provide support for a student to examine key aspects of the Māori 'demographic dividend'. As populations undergo demographic transition (the fall from high to low birth and death rates), they pass through a recently identified period termed the 'demographic dividend'. The dividend refers to two consecutive stages – the first which occurs when falling birth rates reduce the proportion of the population at the youngest ages and increase the proportion in the younger working ages; the second which occurs when increasing proportions reach the older working ages and make provision for their retirement. The demographic dividend has the potential to yield significant economic gains but depends on strategic planning and investment in the form of education and employment opportunities. Convincing governments – or organisations such as iwi - to embark on such a journey requires a strong evidence base. In New Zealand that evidence base is meagre, yet urgently needed as opportunities for the relatively youthful Māori population have already begun to arise out of the structural ageing of the total New Zealand workforce – which may in fact constitute a third dividend. The student will work alongside NIDEA researchers to develop and test robust indicators of the Māori demographic dividend. The student will gain insight into a new field of enquiry and be supported to acquire high level skills in demographic analysis. Collaborative research outputs will include a NIDEA Working Paper and a refereed journal article.</p>			
<p>APPLICANTS: The student will need to write well and be proficient in Excel.</p>			
<p>EXPECTED OUTCOMES OF PROJECT: The student will gain insight into a new field of enquiry and high level skills in demographic analysis. Collaborative research outputs will include a NIDEA Working Paper and a refereed journal article.</p>			

FIELD: Social Sciences, Population Studies and Demography	TITLE: Family Representation in Educational Institution	SUPERVISOR(S): Dr. Yaghoob Foroutan	PROJECT #4
<p>ABSTRACT: This summer scholarship research project focuses on family and its characteristics. Family and its substantial changes have been considered as the core of the Second Demographic Transition, a theory that explains the revolution in living arrangements and family formation (e.g. Leshtaeghe and van de Kaa 1986; Colman 2006). The changes, for instance, comprise small family size so that level of fertility is commonly below the average numbers desired or ideal which eventually lead to ageing population with slow growth of the labour force, as well as substantial changes associated with marriage and divorce patterns so that the distinction between formal and informal union disappear gradually and union can be ended through mutual consent or formal divorce, and sole parent families. The changes of family formation are also closely related to gender equity and women’s status in the family and society. Further, the changes associated with family formation and gender roles are mainly the consequence of such socialization agents as educational system. This particularly applies to school and its educational materials as one of the most powerful engines of socialization process (e.g. Bender and Leone 1989; Taylor 2003; Lee and Collins 2008). Accordingly, this research project uses the technique of content analysis and contributes to examine how family characteristics and gender roles have been portrayed in these educational sources in New Zealand. The successful student for this summer scholarship research project will work with Dr Yaghoob Foroutan at the University of Waikato’s National Institute of Demographic and Economic Analysis (NIDEA). The research findings will be published as a NIDEA Working Paper and will be submitted for publication in a peer-reviewed journal.</p>			
<p>APPLICANTS: The successful student needs to write well, and be familiar with Word and Excel. Familiarity with the technique of content analysis is also preferred.</p>			
<p>EXPECTED OUTCOMES OF PROJECT: The research findings of this summer scholarship research project will be published as a NIDEA Working Paper and will be submitted for publication in a peer-reviewed journal.</p>			

FIELD: Economics	TITLE: Learning from the flood of numbers: the practice of meta-analysis in economics	SUPERVISOR(S): Prof. Jacques Poot	PROJECT #5
<p>ABSTRACT:</p> <p>Due to the information and communication technology (ICT) developments of the last three decades, the volume of data for empirical economic research has grown explosively. This has led to the number of research papers that apply statistical analysis to such data, particularly regression models, growing very rapidly as well. ICT developments have also greatly facilitated the dissemination of research finding throughout the world. However, what are the lessons to be learnt from a myriad of findings on any given topic? Policy makers are always asking for a 'bottom line'. Are there robust findings that can aid in the design of new policies? With so many findings reported, conventional narrative literature surveys are inadequate for synthesising the empirical literature when evidence-based policies are being developed. Instead, researchers and policy makers are increasingly relying on meta-analysis: a set of tools for quantitatively analysing and summarising a set of empirical research findings. Meta-analysis is particularly popular in the medical and behavioural sciences, but has also been increasing in popularity in economics since the late 1990s.</p> <p>This project aims to catalogue the use of meta-analysis in economics (and in related fields, such as population studies) around the world and to critically assess the scope and limitations of current practice. The project resulted from an invitation by the Journal of Economic Literature to write a review article on meta-analysis. The review article will be written jointly with Professor Raymond Florax of Purdue University, who for this purpose will be spending the first half of 2012 on sabbatical leave at the University of Waikato. However, no external funding has been obtained for this project.</p> <p>The Summer Research student will assist us in obtaining and cataloguing all previously conducted meta-analyses in economics around the world, estimated to be around 500. Since most of the early studies that are not online have already been obtained, the work will primarily involve online search and downloading of the research documents. The student will code the characteristics of each meta-analysis (topic, methodology used, number of observations on which the meta-analysis is based, etc.) into an Excel spreadsheet. The student will then use the spreadsheet data to generate tabulations and graphs, as specified by the supervisors. These will be helpful to illustrate the review of meta-analysis that we will be writing over the summer and during the first semester. Depending on his/her interests, the student will also be offered the opportunity to conduct a specific meta-analysis as part of a NIDEA project or Economics Investigation/Directed Study paper.</p>			
<p>APPLICANTS:</p> <p>Effective use of online search engines such as Google Scholar. Working with Excel spreadsheets (including the production of simple tables, charts and statistics) and Endnote. Good grades in economics papers at third year level or above.</p>			
<p>EXPECTED OUTCOMES OF PROJECT:</p> <p>A research report to be presented at (1) the NZ Association of Economists conference in June 2012; (2) the Meta-Analysis in Economics Research (MAER)-Net international conference in Perth in September 2012; and to be submitted to Journal of Economic Literature (invited contribution).</p>			

PHILOSOPHY

FIELD: Information Science	TITLE: An Automated Measure of Knowledge Source Independence	SUPERVISOR(S): Catherine Legg	PROJECT #6
<p>ABSTRACT:</p> <p>Automated knowledge gathering from the web is now more and more possible with the astounding quantity of free user-supplied content available in sources such as Wikipedia and Freebase. But the quality of the “knowledge” gathered can vary, with semantic ambiguity in many character strings potentially leading to some awful errors (e.g. “The Nissan Forum is a kind of historical monument”).</p> <p>To address this a unique interdisciplinary project is being developed at the University of Waikato which draws ideas from <i>philosophy of science</i> into <i>computer science</i>. It seeks to implement heuristics for an automated knowledge harvester to <i>derive hypotheses from one knowledge source and test them on another, independent knowledge source</i>. So for instance Great Chagos Bank might be found as a Wikipedia article title, and categorised as a kind of financial institution, but cross-checking this against a different knowledge source would show that it is in fact the Indian Ocean’s largest atoll.</p> <p>In order to implement this we need to develop a robust automated measure of the <i>independence of two knowledge sources</i>. This is by no means trivial where sites routinely copy content from each other, create mashups of other sites, and so on. The measure will be developed by drawing on cutting edge code previously developed at the University of Waikato which automatically measures semantic relatedness – the proposal is to balance that against simple string matching (the student will be given the freedom to experiment with the appropriate mathematical formula).</p> <p>This summer scholarship will allow the student to contribute to a larger project which is currently at second round of a Marsden Grant application, while at the same time achieving a manageable, clearly defined, and separable subtask of that project. A successful outcome to this project would be publishable in its own right, and the student would be supported to achieve this. (A paper writing up the results of a related 2008/2009 project were submitted to the International Conference in Web Intelligence in 2009, was accepted and won best student paper award).</p> <p>Thus ideally a student with academic ambitions is sought.</p>			
<p>APPLICANTS:</p> <p>Essential: Java, experience with programming in a research setting (includes students’ own research projects), some understanding of mathematics (first-year level)</p> <p>Desirable: some research experience with documents (e.g. in arts or social science papers), philosophy of science, hands-on experience with “Web 2.0” (e.g. editing Wikipedia), formal logic</p>			
<p>EXPECTED OUTCOMES OF PROJECT:</p> <p>A stand-alone application which can be presented at an international conference and released to the international knowledge management research community.</p>			

PSYCHOLOGY

FIELD: Psychology; health; brain injury; child development; psychological assessment	TITLE: The Consequences of Brain Injury during Childhood	SUPERVISOR(S): Nicola Starkey	PROJECT #7
<p>ABSTRACT: Traumatic brain injury (TBI) is the single most common cause of death and disability in children worldwide. This type of injury may have wide-ranging effects across cognitive, behavioural, emotional and social domains, impacting normal developmental processes. However, the long-term effects of TBI in children, particularly mild TBI, are not well characterised and outcomes may be worse than those of similar injuries sustained by adults. In fact, evidence suggests that the younger the age at injury, the worse the outcomes from TBI. We recently obtained funding from the Lottery Grants Board and the Health research Council of New Zealand to examine the longer term (1 and 2 years post-injury) outcomes from childhood brain injury. We are particularly interested in children's attainment of normal developmental milestones across social, behavioural and emotional domains. As a summer student joining this project you will gain a valuable insight into a large research project. You would be working as part of a team alongside research assistants, PhD and Masters students. As well as increasing your knowledge about brain injury in childhood, you will assist with interviews and assessments (you will receive full training). In addition, you will be involved in arranging appointments with participants and their parents, collecting and entering data, and maintaining accurate study records. By the end of the summer studentship you will have gained a good insight into the research process and made a contribution toward increasing our understanding of the outcomes of childhood TBI.</p>			
<p>APPLICANTS:</p> <ul style="list-style-type: none">• Interest in children / child development• Experience of working with people from a range of backgrounds• Good social skills, empathy and understanding, good teamwork, ability to work on own initiative, interest in brain injury, well organised, attention to detail, willingness to learn			
<p>EXPECTED OUTCOMES OF PROJECT:</p> <ul style="list-style-type: none">• The study will increase our understanding of the consequences of childhood brain injury. Results will be disseminated via conferences and published in peer reviewed journal articles.			

FIELD: Criminology / Sociology	TITLE: Violence and Violent Offenders in Hamilton City Police Area	SUPERVISOR(S): Jo Barnes	PROJECT #8
<p>ABSTRACT:</p> <p>There is prevalent view that New Zealand is becoming a more violent place. While some of the increase may be due to increased reporting, it is of concern that violent behaviour continues to be a problem. Understanding where and when violence offences occur is an important element in ascertaining situational drivers of violence offending and victimisation. This knowledge can then be used to drive policy and practice, particularly crime reduction initiatives and policing reassurance strategies.</p> <p>The aims of this research project are twofold. Firstly, to investigate the spatial, temporal and severity patterns of violence offences in order to understand the 'big picture'; what is violence, and where and when does it occur? Secondly, to investigate the social/personal circumstances of violent offenders in an attempt to understand why, despite liquor bans and zero tolerance policies, the recorded cases of violence continue to increase.</p> <p>This research is a joint project of the University of Waikato and New Zealand Police (Waikato District). It is a quantitative and qualitative study that seeks to contextualise the statistics on violence in Hamilton City, 2007. The data has been drawn from the NIA database and the quantitative data already analysed.</p> <p>There is considerable qualitative data that consists of scenarios of violent crimes committed and the aim for this component of the research project is to categorise and sort the data in such a way as to tell a story about the violent incidents. The successful applicant will be required to sort and categorise the data and assist with the analysis.</p>			
<p>APPLICANTS:</p> <p>The project requires an understanding of qualitative data analysis at the senior undergraduate level in social sciences. The researcher should be a proficient writer, have computer skills and an interest in the social. The intention of the supervisor is to produce a paper for publication in an academic journal.</p>			
<p>EXPECTED OUTCOMES OF PROJECT:</p> <ul style="list-style-type: none">a) The first goal of this project is to mentor a suitably qualified student through the qualitative component of this research project.. The Summer Research Scholar will provide essential support for the project while gaining valuable research experience (and a possible publication). The research will involve analysing qualitative data.b) The research project will allow me to further develop my research and publication portfolio.			

LAW

FIELD: Law	TITLE: Comparative Indigenous Treaty Settlements	SUPERVISOR(S): Brad Morse	PROJECT # 9
<p>ABSTRACT: This project is intended to build upon prior research and direct involvement by the supervisor in Canada on negotiating new treaties in locations where no treaty relationships have previously existed, as well as resolving claims for breaches of terms in existing treaties and negotiating self-government arrangements. The project will focus on describing and comparing the range of processes being invoked in both Aotearoa and Canada to achieve new treaty settlements as well as seeking to assess settlements reached in recent years. It will also review the scope of settlement terms and seek to gauge perceptions of the processes used in each country by relying upon available literature and media accounts. While the project will review the overall negotiation experiences at somewhat of a macro level, special attention will be devoted to the degree to which these negotiations and settlement outcomes include or impact upon the future management of the environment as well as the extent to which the agreements' provisions effect Indigenous governance within the treaty settlement territory.</p>			
<p>APPLICANTS: A high level of legal research skills will be necessary, including familiarity with using the law library, online databases, internet sourced materials and government documents. Strong writing and interpersonal skills will be important. Familiarity with Te Reo Maori and Maori perspectives would be a significant asset. Knowledge of social science research is an asset.</p>			
<p>EXPECTED OUTCOMES OF PROJECT: At least one law journal article and conference presentation [that would hopefully include the participation of the summer scholar]</p>			

FIELD: International Economic Law	TITLE: Constitutional implications of New Zealand Free Trade Agreements including the Trans-Pacific Strategic Economic Partnership Agreement	SUPERVISOR(S): Dr. Sadeq Bigdeli	PROJECT #10
<p>ABSTRACT: In the wake of the collapse of the multilateral trade negotiations at the World Trade Organization in Geneva, most countries have sought to pursue their export interests through regional and bilateral free trade agreements (FTA). New Zealand has been no exception to the rule by signing a number of FTAs with Singapore, China and Malaysia among others. It has also signed an FTA with ASEAN countries together with Australia, as the two nations have also been improving their Closer Economic Relations. These FTAs include various chapters ranging from trade in goods and services to investment, competition and intellectual property. Each of these FTAs brings about different implications for NZ's domestic governance as they contain different scope and rules. For instance there is a national treatment obligation in the investment chapters of both Singapore and Malaysia FTAs with respect to "admission" of investment application whereas China NZ FTA in its national treatment provision only covers activities arising from investment <i>after</i> a consent is provided by the Overseas Investment Office. These agreements are largely negotiated and signed behind closed doors by the Ministry on foreign Affairs and Trade and the Parliament has no substantive role in ratifying them. At best, the Parliament is invited to take a symbolic vote which was the case in the Singapore Agreement. At the same time, 21st century FTAs increasingly move toward "regulatory coherence" – a notion which has far broader regulatory implications than "trade" in the traditional sense of the term. Moreover, although NZ FTAs mostly include some type of Treaty of Waitangi exception, the implications of FTA go beyond narrow exceptions and cuts across different sectors ranging from natural resources and audiovisual services to Geographical Indications. Moreover, New Zealand is at the centre of the making of the most significant FTA currently being negotiated – the Trans Pacific Strategic Economic Partnership Agreement. The TPPA, if concluded successfully, will include a number of ASEAN countries along with Australia, Chile and Peru and most importantly the United States. It is highly relevant and timely to examine NZ current FTAs in light of the scant information made available from the TPPA negotiations and in particular their impact on NZ regulatory autonomy. The student will be instructed to narrow their focus on a few most important sectors and in particular the Treaty implications of FTAs will be critically examined.</p>			
<p>APPLICANTS: Should have attended LAWS 415 Transnational Business Law or LAWS 571 International Trade Regulation and received a good mark.</p>			
<p>EXPECTED OUTCOMES OF PROJECT: A paper including a survey and comparative study on various chapters of NZ FTAs as well as organizing available information on the ones being currently negotiated including the TPPA.</p>			

TE KOTAHI RESEARCH INSTITUTE

FIELD: Kaupapa Maori methodologies and health	TITLE: Kapohia: Empowering Maori whānau with Huntington’s disease through photovoice	SUPERVISOR(S): Dr Melanie Cheung	PROJECT #11
<p>ABSTRACT:</p> <p>Huntington’s disease is an autosomal dominant neurodegenerative disease that involves unrelenting neuronal cell death and deterioration of motor performance. It also affects personality and higher cognitive function. Although the prevalence of Huntington’s disease amongst Māori is unknown, we know of at least three large whānau affected by the disorder, and there are likely to be other whānau who also are affected but not yet diagnosed or known to services. Considering that each whānau has at least 100 members and Huntington’s disease is autosomal dominant, these numbers suggest an incidence of 22 in 100,000 (at least twice that of non-Maori).</p> <p>Preliminary work by our research group has shown that the health system is not adequately addressing the needs of Maori whānau with Huntington’s disease, particularly in rural communities. The aim of this summer research project is to explore the uses of photovoice in raising critical consciousness and empowering Maori whānau with Huntington’s disease. Photovoice enables people to express their point of view through photography and an accompanying narrative. It provides a powerful means of self expression. This work will be critical in developing culturally-responsive services to better address their needs in the future.</p> <p>For this summer research project, the student will examine the use of photovoice in social action and health research, then write a literature review about the ways that photovoice may be used to help Maori whānau with Huntington’s disease. Using photography and research journal writing, the student will also develop an action-reflection photo journal. This work will then be used to develop a Kaupapa Maori photovoice approach which will be used in field work with Maori whanau who have Huntington’s disease.</p> <p>The aims of summer research project are:</p> <ol style="list-style-type: none"> 1. To write a literature review about the ways that photovoice has been used in social action and health research. 2. To develop an action-reflection photo journal. 3. To use a Kaupapa Maori approach to develop photovoice in field work with Maori whanau who have Huntington’s disease 			
<p>APPLICANTS:</p> <p>Applicants should have basic understanding of tikanga Maori, database searching and some experience in a visual art (does not have to be photography). Reasonable writing skills, a willingness to learn and a strong work ethic would also be an advantage.</p>			
<p>EXPECTED OUTCOMES OF PROJECT:</p> <p>The outcomes of this research will be to explore the uses of photovoice to empower Maori whānau with Huntington’s disease. This work will be critical in raising critical consciousness of Maori Huntington’s disease whanau and getting them involved in action-reflection research processes. The results of this research will be using to develop culturally-responsive services to better address their needs in the future.</p>			

ACCOUNTING

FIELD: Small and Medium Enterprise	TITLE: SME Challenges – Scotland vs New Zealand	SUPERVISOR(S): Dr. R. Helen Samujh	PROJECT #12
<p>ABSTRACT: This research focuses on the challenges and survival strategies of Small and Medium Enterprises (SMEs). SMEs which comprise 95-98% of all businesses around the world. Past research attention has predominantly been focussed on big business. However, since the 1998 financial crisis, SMEs have been seen to be an avenue for growing national economies. This research aims to fill a gap in the literature by sharing the SME perspectives on their challenges and their coping strategies with the aim of increasing the survival rate of SMEs and enhancing their abilities to contribute to the national economies.</p> <p>This project is a discrete portion of an ongoing research being undertaken by Dr Helen Samujh (from the Department of Accounting) and Dr Linda Twiname (from the Department of Strategy and HRM), in conjunction with Scottish colleagues. This work compares the data gathered in two countries – Scotland and New Zealand (NZ). Our work has potential to contribute to the understanding of the operations of SMEs, to identify further research avenues on SMEs, to inform governments on the challenges SMEs face and to identify possible policy initiatives that could improve SME performance. It also has practical relevance to the SMEs themselves in sharing survival (and growth) strategies that work.</p> <p>The interviews have been completed and transcribed and an initial analysis of the NZ data has been conducted through N’Vivo. It is anticipated the student researcher would:</p> <ol style="list-style-type: none"> 1. Update our literature review, using Endnote. 2. Analyse the Scottish interview transcripts, using N’Vivo 3. Prepare a summary of findings separately for Scotland and NZ for sharing with the interviewees 4. Write-up the findings of the field research comparing Scotland and NZ 5. Assist in writing a journal article on the outcomes of this study. (The student’s name will be included as one of the authors of the article.) <p>The opportunity exists for the recipient of this scholarship to enrol, and be supervised by Dr Samujh, in one of the following accounting papers: ACCT590, 591 or 599.</p>			
<p>APPLICANTS:</p> <ul style="list-style-type: none"> • Online literature research skills and experience • Able to respect the confidential nature of the data • Qualitative and/ or quantitative analysis skills • Strong academic writing ability, including competent spelling and punctuation skills • Professional in approach • Experienced with using QSR N’Vivo 7 software (preferred, but not essential) • Experienced with using End Note (preferred: able to use End Note unsupervised) <p>Students from other disciplines (e.g. psychology) who have an interest in business are welcome to apply.</p>			

EXPECTED OUTCOMES OF PROJECT:

At least one journal article – to be completed during the 10 week period (substantial background work and a literature review has already sent for journal publication - with assistance from a 2010/11 Summer Research Scholarship researcher. Journals targeted are (depending on the findings of the research):

Journal of Small Business Management

Journal of Small Business Strategy

Small Enterprise Research

MANAGEMENT COMMUNICATION

FIELD: Communication	TITLE: Shifting Dynamics in Journalism and Public Relations	SUPERVISOR(S): Prof. C. Kay Weaver	PROJECT #13
<p>ABSTRACT:</p> <p>Public relations practitioners and journalists have historically had an antagonistic relationship. Journalists have defined journalism as a profession grounded on values of 'objectivity', 'balance', 'truth' and 'integrity', and their social function as that of a 'public watchdog'. Since its inception, the public relations industry has treated the public's faith in the apparent objectivity of the news media and journalism as an opportunity: if public relations 'messages' are reported in the news and under a journalist's name those messages are likely to be perceived as more credible than if they were identifiable as originating from an individual, group, or corporation with a vested interest in the message. However, while public relations practitioners can benefit from getting their 'stories' reported in the news media, the reputation of news journalism can be damaged if it relies too heavily on the public relations industry as a news source. Nevertheless, in what is now being described as the 'new public relations democracy' (Davies 2003), this is happening. Yet, journalists still avidly maintain their professional reputation as one that sits in a dichotomous relationship of opposition to that of public relations practitioners.</p> <p>While the relationship between news journalism and public relations has been investigated in other national contexts (e.g. Davies, 2007 Moloney, 2006; Palmer, 2000), this has not been investigated in New Zealand. However, a study conducted in early 2011 examining the impact of digital technologies upon journalists in this country (Hitchcock & Weaver, 2011) revealed that the relationship between these two professions is ripe for examination. A seemingly innocuous question asked in that study, "Over the past ten years, do you believe that you use more, less or about the same amount of PR material?" asked of 15 journalists of varying seniority revealed, firstly, that journalists are increasingly reliant on public relations practitioners as news sources, and secondly, that they were regarded as a <i>valuable</i> news source. The growth of the digital news environment was intrinsically linked to this increased reliance on public relations as a news source. This shifting relationship between journalism and public relations and its impact on news reporting, and how we make 'make sense' of and theorize the role of news in New Zealand democratic society in the context of these shifting relationships, is the subject of this Summer Research Scholarship Project.</p> <p>This project will contribute to the ongoing development of a Marsden proposal to be submitted by Professor Weaver in 2012. The summer research project will involve a student conducting a literature review on international research on news, journalism, and public relations sources. They will then identify, recruit, and interview 10 senior journalists and 10 senior public relations practitioners about the evolving relationship between public relations and journalism in New Zealand. With the assistance of Professor Weaver, the scholarship student will then conduct a thematic analysis of the findings and a draft paper will be produced for conference presentation under the names of Professor Weaver and the successful scholarship applicant.</p>			
<p>APPLICANTS:</p> <ul style="list-style-type: none">• The ability to search media data bases• The ability to conduct a basic literature search• Willingness to be trained in conducting research interviews and to participate in research interviewing.• An interest in New Zealand media, the journalism and public relations professions.• Good time management skills			
<p>EXPECTED OUTCOMES OF PROJECT:</p> <p>One conference paper and to have this published as a journal article. Both of these outcomes will be with the scholarship student, but after the end of the scholarship research has been completed.</p>			

MARKETING

FIELD: Consumer Research	TITLE: Happiness and Consumption: Baby Boomer Experiences	SUPERVISOR(S): Lorraine Friend	PROJECT #14
<p>ABSTRACT:</p> <p>Does having things make people happy? Does buying, consuming, or giving bring happiness? Research tells us that desire for material things relates more to unhappiness than to happiness. Although pursuit of material things may not enhance average happiness, at an individual level, people do report engaging in consumption activities to achieve happiness. They go out for entertainment, they shop, they collect, go to movies, go on holidays, etcetera specifically to increase their happiness. Thus, we wonder whether there may be some positive connotations to consuming and happiness.</p> <p>Our research explores dynamics between consumption and happiness from the perspective of individuals. Our research approach is <i>phenomenological</i> (<i>i.e., understanding individuals' 'lived' experiences of the phenomenon of happiness</i>) and uses a technique called <i>photoelicitation</i>. Following an ethically approved protocol, the student researcher will recruit at least 10 volunteers to take photographs about what makes them happy and unhappy. We specifically need older New Zealand men and women (over the age of 50) to add depth and breadth to our existing data.</p> <p>Supervisors will guide the research process and coach on interview skills. The student researcher will interview his/her participants in depth about their photos and their experiences of happiness. You need to be able to relate to a variety of people, get them to talk about themselves, listen, and gently probe about their experiences of being happy and unhappy. Interviews are typically an hour and a half to two hours long.</p> <p>The student researcher will transcribe recorded interviews. Analysis involves both photographs and transcripts. Supervisors will coach on analysis processes. Analysis aims to understand the meanings of happiness and unhappiness for each participant, first. Second, it aims to understand the essence of happiness and unhappiness across individuals. Third, it aims to understand the role of consumption in happiness and unhappiness. It is also desirable to connect resulting themes with academic literature on consumption and/or happiness.</p> <p>We welcome applicants from any discipline. This is an interesting topic and a fun method, but requires intensive engagement with people, data, and literature. It offers a chance to get out there and do it, thus preparing students for honours, master's, or even PhD research in social sciences. There are opportunities for further academic study for marketing students. This is good preparation for market research employment, too. The project can launch students' research enthusiasm and enhance confidence. We have been through the process and have a structure in place that will allow a student to see results by the end of the summer period.</p> <p>We ask the researcher to report in the form of a photo essay (filmatic, digital still, or print) accompanied by a short written text. We also encourage other creative reporting formats. Subsequent papers may be submitted to academic conferences and journals. The supervisors plan to incorporate this data into their Happiness research programme and publish from it. Students can expect publications based on their scholarly contributions from this work.</p>			
<p>APPLICANTS:</p> <p>Basic qualitative interview, analysis and organisational research skills. Interpersonal skills (e.g. articulate, outgoing, converses easily, creative, empathetic, good listener, reflective thinker, willing to question).</p>			
<p>EXPECTED OUTCOMES OF PROJECT:</p> <p>Photo essay or film. Conference paper. Contribution to a journal article.</p>			

FIELD: Health Care Marketing	TITLE: NZ Baby Boomers' Use of Virtual Channels for Health Care Information: Implications for Marketing	SUPERVISOR(S): Dr. Mary FitzPatrick and Janet Davey	PROJECT #15
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ABSTRACT:

The Summer Research scholar will design and administer a survey to investigate NZ Baby Boomers' use of virtual channels in acquiring information about health or health care. While it is widely recognised that the internet has an important role to play in the dissemination of health-related information, there is little socially contextualised data on how NZ Baby Boomers are using it and other virtual channels (e.g., mobile technology, emails, online communities) in their health care decision-making. This Summer Research Project will be part of a larger study of New Zealand Baby Boomers' characteristics as consumers of health care services, including their patterns of health care consumption; values, attitudes, interests relating to health care; expectations of health care service providers; and the service quality dimensions most salient for their evaluation of health care service quality. Such knowledge is critical for marketers to shape new models of health care service quality that respond to the needs of NZ Baby Boomers as health care consumers.

Baby Boomers represent a significant cohort in New Zealand, already accounting for more than 25% of the population. Policy makers have forecast serious economic and social consequences as this generation retires (Ministry of Health, 2004). These Baby Boomers are expected to have a significant impact on NZ's health care service in particular (Bryant, Teasdale, Tobias, Cheung, & McHugh, 2004). However, recent research (Buckland, 2009) suggests that this cohort, born between 1946 and 1964, cannot be fitted into a tidy demographic box and cannot be expected to conform to traditional social conventions for ageing gracefully. However because Baby Boomers do not constitute a homogenous market segment, conventional market and consumer models cannot be unilaterally applied to this cohort in NZ.

The Summer Research Scholar would be expected to conduct quantitative research into issues such as:

- The extent and patterns of use of the virtual channels as health care resources;
- The effects of virtual channels on health care understanding and decisions;
- The effects of information sourced from virtual channels on the consumption of health services.

The Scholar will begin the research with a literature review, before conducting a questionnaire survey and analysing the data. The research will be written up in a formal report. Findings from this Summer Research project will have implications for marketing health care and health care services to NZ Baby Boomers. Findings from the Summer Research could be published in a jointly-authored journal article. In addition, the Scholar's contribution to the larger study of NZ Baby Boomers as health care consumers will be acknowledged in any presentations and/or publications. The Scholar, who will meet regularly with the supervisor and the other team members, will be able to develop their skills in quantitative data analysis and reporting.

APPLICANTS:

- Interest in NZ health care and health care services
- Ability to read and synthesise relevant research articles
- Good self-management skills
- Persistence
- Excellent writing skills
- Previous experience with conducting a literature review
- Some experience in designing and conducting survey research preferable

The project will be particularly useful for a student who is aiming for a career in health care marketing/management, or who would like to progress to thesis research in health care marketing, consumer behaviour, or services marketing.

EXPECTED OUTCOMES OF PROJECT:

The outcomes will help health care policy makers and practitioners shape health care provision that includes the use of virtual channels by NZ Baby Boomers. Findings from the Summer Research could be published in a jointly-authored journal article. In addition, the Scholar's contribution to the larger study of NZ Baby Boomers as health care consumers will be acknowledged in any presentations and/or publications.

STRATEGIC MANAGEMENT

FIELD: Strategy / Corporate Governance / Cooperatives	TITLE: Organisational Resilience in the Co-operative Business Model: The Case of Livestock Improvement Corporation	SUPERVISOR(S): Prof. Delwyn Clark	PROJECT #16
<p>ABSTRACT:</p> <p>I have been invited to provide a case study of a New Zealand Co-operative for an international project on Corporate Governance in Co-operative Enterprises led by Professor Tim Mazzarol (University of Western Australia). The project also includes at least 26 scholars from 15 countries with expertise in these areas. The aim of the research is to provide a detailed examination of the co-operative enterprise business model.</p> <p>My NZ study will focus on three research questions:</p> <ol style="list-style-type: none"> (1) How does a Co-operative measure and communicate the true value of membership? (2) Are there best practice examples of Co-operative Boards that provide lessons for future business models? (3) How does a Co-operative successfully participate in financial markets without compromising its principles, values and business model? <p>The company to be studied is Livestock Improvement Corporation (LIC) which is a dairy farmer owned cooperative and one of the largest integrated herd improvement organisations in the world. LIC is one of the pioneers of the dairy industry, with roots tracing back to 1909 when New Zealand dairy farmers first formed groups to compare the production of their cows. Over the ensuing years, LIC has established itself as a world leader in dairy innovation and today provides a diverse range of products and services including herd testing and milk analysis, artificial breeding, animal health, farm advisory, herd recording, DNA analysis, farm automation and farm mapping systems. Dairy farming is LIC's core business but the company has leveraged its expertise in artificial breeding to the deer industry through deer improvement. www.lic.co.nz</p> <p>The research student is needed to assist with data collection and analysis in order to meet the June 2012 deadline for this case study. This will involve conducting a series of face-to-face interviews with key employees and stakeholders, preparing transcriptions of the interviews and analysing them for key themes and specific insights, and writing up preliminary results from the study. In addition, collection and analysis of industry/sector data will be required. All of these research activities will be closely supervised and weekly progress reports will be required.</p>			
<p>APPLICANTS:</p> <p>Preferably the Masters level student will have a Business/Management background with expertise in strategy and corporate governance, and understanding of cooperatives. Familiarity with the agriculture sector will be an advantage. Prior experience with qualitative research methods including conducting semi-structured interviews will be essential. The ability to write clearly and concisely will also be very important.</p>			
<p>EXPECTED OUTCOMES OF PROJECT:</p> <p>Academic outputs will include a Conference paper (2012), Book Chapter (Edward Elgar Publisher, 2013) and refereed journal articles (TBA). The project will develop research capacity by improving the research skills of the student. In addition, the project will build a strong and positive relationship for the University with an important organisation based in our region which operates in a unique market of national and international significance.</p>			

STRATEGY & HUMAN RESOURCE MANAGEMENT

FIELD: Human Resource Management	TITLE: Human Resource Management: The human side	SUPERVISOR(S): Dr. Linda Twiname	PROJECT #17
<p>ABSTRACT:</p> <p>This project is designed to explore the human side of Human Resource Management. In particular to explore questions on factors that influence: staff decisions to stay within a profession, within organisations (or to return to them), and redundancy experiences. These questions are of high current interest in this period of employment uncertainty and of employers' actions of rightsizing, downsizing and restructuring the workforce. Little research on these questions has been undertaken in the Asian Pacific region and our research could contribute significantly to the knowledge of beliefs, behaviours and attitudes from this region. Our findings have implications for educationalists, practitioners (employers and advice givers), policy makers and other researchers, within New Zealand and globally.</p> <p>We have quantitative and qualitative survey data gathered from SMEs, professional accountants and the tertiary sector in New Zealand ready for analysis. We expect our student to analyse some of our data (qualitative and/or quantitative), select a research focus from within the data, conduct an associated literature review, and initiate the writing of conference or journal articles.</p> <p>The recipient is invited to enrol in a HRMG directed study level five paper and have part of this work accredited towards the paper. Students from other disciplines (e.g. psychology) who have an interest in human relations are welcome to apply.</p> <p>Dr Linda Twiname has particular interest in well-being in the workplace, focussing upon sustainable Human Resource Management practices. Research into alternatives to redundancy and work life balance are components of that research passion. Twiname is the lead researcher in this initiative and is driving the overall research project. Dr. Helen Samujh, from the Department of Accounting, is the supporting researcher working on this project.</p>			
<p>APPLICANTS:</p> <ul style="list-style-type: none"> • Online literature research skills and experience • Able to respect the confidential nature of the data (preferred: proven work experience with confidential material) • Qualitative and/ or quantitative analysis skills • Strong academic writing ability, including competent spelling and punctuation skills • Professional in approach • Experienced with using QSR N'Vivo 7 software (preferred, but not essential) • Experienced with using End Note (preferred: able to use End Note unsupervised) 			
<p>EXPECTED OUTCOMES OF PROJECT:</p> <ul style="list-style-type: none"> • Supervision of a potential honours/ masters level paper for a student with suitable skills. • We plan to present aspects of our work at conferences and to develop refereed journal papers from the proposed research. The Summer School recipient would be included as an author in our publications. 			