New Zealand Institute for Business Research
Te Putahi Rangahau Umanga o Aotearoa

Annual Report
2017
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Change in Leadership

Professor Frank Scrimgeour completed his tenure as a Director of IBR in November 2017. Associate Professor Eva Collins was appointed as Executive Director.

Associate Researchers

All Management School staff and those from other Faculties who are involved in externally funded research contracts administered through IBR are considered to be associate researchers within IBR. In 2017, the main contributors were: Dr John Gibson – Professor of Economics; Dr John Oetzel - Professor of Management Communication; Dr Graeme Doole – Professor of Economics; Dr Les Oxley – Professor of Economics, Dr Stuart Locke - Professor of Finance; Dr Chris Ryan – Professor of Tourism; Dr Ricardo Scarpa – Professor of Economics; Dr Zack Dorner – Lecturer of Agriculture and Dr Anna Strutt – Associate Professor of Economics. Furthermore, Dr Nishio Tatsuru (Senior Research Fellow) and Clinton Alley (University Associate) both produced scholarly publications in 2017.
PURPOSE AND ACHIEVEMENTS

The Institute for Business Research works collaboratively with Waikato Management School scholars to research topics of importance to the business community and wider society. The Institute has research capability in the core business and economics disciplines.

We analyse opportunities to align business practices with societal needs and expectations in order to drive long-term sustainability and shareholder value. We seek and support effective collaboration and partnerships with agencies, institutions and industry, especially in the Waikato Region. We publish high quality research in both professional outlets and in academic journals.

Quality research from a world-class business school

Waikato Management School is one of a very small group of elite business schools across the world to have achieved triple-crown accreditation (AACSB, AMBA, EQUIS). This academic rigour underpins all the research undertaken by the Institute.

Our expertise

The key themes of the IBR in 2017 were:

- Agribusiness and innovation
- Business performance and leadership
- Business in the service sector
- Business in society.
THE YEAR IN PERSPECTIVE

During 2017, the Institute supported capability development with emerging researchers. Vijay Kumar continued to facilitate the research activities of the Institute as a Research Support Officer.

IBR PhD scholar, Farnaz Farhangi, continued her research on residential water consumption and is expected to complete her PhD in 2018. IBR PhD scholar, Vijay Kumar, also continued his research on profitability of banking sectors in Asia-Pacific Region and their contribution to economic growth and is expected to complete his PhD in 2018.

The China-New Zealand Tourism Research Unit, established in 2013, continued its work as a part of IBR. In 2017, the unit completed a report for the Terracotta Warriors Museum in Xi’an and the commenced research for the Taihao Wuxi Mausoleum.

In 2017, IBR started short training programmes to support the professional development of staff members of international organisations. IBR successfully completed two programmes for Vietnam Social Security and one programme for Provincial Leaders of Vietnam.

Professor Kim Han-ho, from Department of Agricultural Economics and Rural Development, Seoul National University, South Korea visited for a week to conduct research on the mutual benefits associated with Korea-New Zealand trade agreements. IBR arranged his visits to DairyNZ and AgResearch to meet relevant people.

Public policy projects were an important part of the work programme. IBR completed a feasibility report for The Rail Opportunity Network (TRON). The report focused on the first stage of a Hamilton to Auckland commuter rail service. The report provides the estimations on operating costs, fare, subsidies, number of passengers and farebox recovery. The report received significant media attention. For more information, please refer to the following link:


IBR also completed a study for Zespri Group Limited. The report estimates the economic contribution of the kiwifruit industry and how this will change through time as a result of additional varieties. The report received significant media attention. For more information, please refer to the following links:

https://www.zespri.com/companyinformation/newsroom/kiwifruit-gdp-increase

The Institute published research in all of its four key research themes:

**Business performance and leadership**

This theme produced nine international refereed journal articles.

**Innovation and agribusiness**

This theme produced 15 international refereed journal articles, two conference and other oral presentations, six professional reports and five working papers.

**Business in the service sector**

This theme produced nine international refereed journal articles, four conference papers and one professional report.

**Business in society**

This theme produced 23 international refereed journal articles, one book, three book chapters, two conference papers, five conference and other oral presentations, one essay, one professional report, and two working papers.
INTERNATIONAL VISITORS

South Korea

IBR hosted a group of cooperative managers from South Korea. A workshop on New Zealand cooperatives was conducted. The group also met with the relevant staff members at the University.

Beom Su Park, General Director from Ministry of Agriculture, Food and Rural Affairs (MAFRA) from South Korea visited. The purpose of the visit was to learn about New Zealand agriculture and horticulture industry. During his visit, he met relevant staff members at the University and with the relevant people in the agribusiness organisations.

As noted above, Professor Kim Han-ho, from Department of Agricultural Economics and Rural Development, Seoul National University, South Korea visited for a week to conduct a research on the mutual benefits associated with Korea-New Zealand trade agreements. IBR arranged his visits to DairyNZ and AgResearch to meet relevant people.

Japan

Participants from JTB Corporation (World Cup Business Unit) visited for a week to prepare for the Rugby World Cup that Japan is hosting in 2019. The main purpose of their visit was to recognise rugby fans movement during a big rugby tournament, to observe the marketing associated with rugby matches, to meet the key people who are directly involved in hosting of the rugby events and to seek an opportunity for an exchange programme of sports between two countries.

China

During 2017, IBR hosted three groups from China including:

- A group of participants from Qiannan province. The participants were from different government department such as CPC Committee, Vocational Colleges and Municipal Agricultural Bureau. The purpose of the visit was to have a discussion on agribusiness and trade in New Zealand, the economics of regional development and to identify future collaboration opportunities. The group participated in a workshop conducted by IBR and met relevant staff members at the University.

- A group of participants from Beijing. The participants were from different government departments and agencies such as Beijing Federation of Supply and Marketing Cooperatives Business Department, Beijing Baihua Bee Industrial Technology and Development Co. Ltd., Shixin Borui Investment Management Co. Ltd., and Beijing Hilon Agriculture Group Co. Ltd. IBR conducted a workshop for the participants on Agricultural Investment. The participants also met with relevant staff members at the University.

- A group of participants from Suzhou province. The purpose of visit was to have a discussion on the economics of agriculture, agribusiness, and the economics of regional development; and to identify future collaboration opportunities. IBR conducted a workshop for the participants on Agriculture Investment. The participants also met with relevant staff members at the University.

Han Jinhui from Xiamen University, China visited us as a Research Scholar. He completed a working paper on "Provincial Coupling Coordination between Star Hotel and Regional Economy in China" under the supervision of Prof. Frank Scrimgeour and Associate Professor Asad Mohsin. His research focuses on the star hotel industry, tourism industry and commercial real estate industry.
In 2017, IBR completed involved in many externally-funded projects. Some of the projects are listed below:

### International
- Advancing CBPR practice through a measurement toolkit
- Household food and nutritional security
- Food data collection in household consumption and expenditure surveys
- Agricultural policies on food security, food nutrition and poverty
- Advancing CBPR practice through a collective reflection and measurement toolkit
- Estimation poverty maps for Solomon Island
- New Zealand’s Non-Tariff Measures (NTMs)

### Business Performance and Leadership
- Understanding the Structure of Servant Leadership
- Assessment of MBA Programme of Australian Institute of Business

### Agribusiness and Innovation
- The development of land use change analysis using LURNZ model
- Te Awarua-o-Porirua Modelling project for land and water management
- Economic Advice to Waikato District Council on healthy rivers
- Discrete choice experiment on the impact of information formats
- Competitiveness framework analysis
- Peer review of “Investment approaches to land use change in Upper Waipa River Catchment: Feasibility Assessment Report”.
- Economic advice on Plan Change 10
- Healthy Rivers costs analysis
- Economic impact of kiwifruit industry

### Business and Society
- Treasury’s 2018 Investment Statement
- Infrastructure design – Economics of accessibility
- Investment in covenanted land conservation

### Business and Service Sector
- Economic analysis of Hamilton-Auckland railway
- Incentivising health behaviour in youth
NEWSLETTER

Client Newsletter Service

The IBR provides law firms with a client relations tool in the form of a quarterly client newsletter service. The newsletter presents relevant and timely articles written by practising professionals. The service assists firms to stay in touch with clients throughout the year, maintain top-of-mind awareness, provide up-to-date information on changes and issues that may affect clients’ businesses and/or personal lives, inform clients of new services, and initiate new business.

In addition to being a revenue stream for IBR, the newsletter service also provides client relations tool to its main target markets (law practices). In 2017, 77 firms subscribed to the service.
RESEARCH STORIES

Some IBR reports generated significant attention, some of the noticeable research stories are:

New Zealand’s Non-Tariff Measures (NTMs) by Associate Professor Anna Strutt

Non-tariff measures (NTMs) are policy measures, other than tariffs, which can affect international trade. They include a wide variety of measures implemented for a range of reasons, including public policy objectives such as biosecurity or the protection of consumer health. NTMs are increasingly recognised as potentially much more important than tariffs in hampering flows of international trade. However, international data on NTMs has been limited and patchy to date.

Comprehensive and high quality data on NTMs in New Zealand was collected to contribute to a global database. This was part of an international effort, overseen by The United Nations Conference on Trade and Development (UNCTAD), to prepare transparent and consistent databases of NTMs. The University of Waikato team, Associate Professor Anna Strutt and PhD student Mike Webb, contributed the New Zealand data. The World Bank funded the initial data collation, with the 2017 update funded by the Economic Research Institute for ASEAN and East Asia (ERIA).

The initial New Zealand NTM dataset was presented at an ERIA-UNCTAD 2016 workshop in Tokyo. The University of Waikato team then presented at a workshop hosted by MFAT in July 2016, providing the opportunity for feedback from a range of key stakeholders including government department representatives. The updated New Zealand dataset was presented at an ERIA-UNCTAD workshop held in Jakarta in March 2017. This workshop brought together researchers from Australia, China, India, Japan, Korea and New Zealand to present the latest NTM data for their countries. Recognising the importance of NTMs in international trade, senior representatives from national and international agencies also participated in this workshop. These new datasets have already contributed to academic conference presentations and publications by University of Waikato researchers. The new datasets and associated research are expected make significant contributions to policy.

The Economic Contribution of Kiwifruit Industry by Professor Frank Scrimgeour

The kiwifruit industry is a significant contributor to both regional economies and the national economy. The development of new varieties has potential to substantially increase that contribution. The report estimates the economic contribution of the kiwifruit industry and how this will change though time as a result of additional varieties. The study addresses the work in a manner consistent with a Vision Mātauranga framework, and its commitment to Māori knowledge, resources and people.

The estimates are made using a 106-sector economic model developed by Professor Hughes. The 106-sector economic model quantifies the inputs it received from all other sectors, such as electricity distribution, in order to produce the goods and services sold in a given period (output level in dollars) usually a year.

The results show that production associated with the introduction of new kiwifruit varieties is likely to expand economic benefits to regional New Zealand and the country as a whole. The employment contribution to the nation is expected to be an additional 29,000 FTE by 2029/30. The GDP contribution is expected to be an additional $3.5b per annum by 2029/30. The benefits are largest in the Bay of Plenty, but are also important in other regions such as Northland. They are very important for Māori given that they facilitate employment within tribal areas and enable tribal members to derive income and employment in their “home places”. This suggests kiwifruit will continue to

The University of Waikato

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Management School
be the largest horticultural export industry in 2030. However, nothing should be taken for granted. Disease and pests can damage the industry very quickly. Offshore kiwifruit producers have the potential to enhance their product mix and value chain efficiency. Despite the qualifications this analysis suggests the successful introduction and expansion of new kiwifruit varieties has the potential to significantly enrich the regional economics of kiwifruit growing regions and the nation as a whole.

The report was prepared by Professor Frank Scrimgeour, Dr. Warren Hughes and Vijay Kumar on economic contribution of kiwifruit industry was released in Parliament on 27th June 2017.

Qinshuhuang Mausoleum (Terracotta Warriors Museum) by Professor Chris Ryan

At the Qinshuhuang Mausoleum, Xi’an, the research used both qualitative and quantitative techniques and involved over 1200 respondents. The focus lay in visitor satisfaction and the determinants of that satisfaction to enable the site management to better understand what motivated visitors, and how they assessed information about the site. Figure 1 shows Professor Ryan at the site.

One subsidiary aspect of the research was the examination of inter-generational differences in the domestic market as to motives, perceptions and use of digital sources. This question has significance due to the differences in life experiences across the last three generations of those living in China and the way in which the Chinese Communist Party uses the soft power of tourism to consolidate its position, and the answers have practical marketing and social management implications in the Chinese context.

Figure 2 (derived from a paper given at the 2018 APAC-Chrie conference in Guangzhou by Chen, Ryan and He, 2018) illustrates that intergenerational differences do exist in the Chinese market with reference to smartphone usage. It is proposed that these differences also determine responses to the Chinese policies on the use of tourism to generate a consciousness of what it is to be Chinese in the contemporary People’s Republic.
EXECUTIVE EDUCATION TRAINING PROGRAMMES

In 2017, IBR conducted three training programmes. Two programmes were conducted for Vietnam Social Security and one programme was conducted the Provincial Leaders of The Socialist Republic of Vietnam:

• Eight-week training programme on Social Security Management, Policy and Leadership for officials from Vietnam Social Security;
• Two-week training programme on Enhancing Leadership Capacity in Economic Management for Provincial Leaders of The Socialist Republic of Vietnam; and
• Eight-week training programme on Social Security Management, Policy and Leadership for officials from Vietnam Social Security.

Social Security Management, Policy and Leadership for officials from Vietnam Social Security

IBR successfully completed a training programme for the staff members of Vietnam Social Security of the Socialist Republic of Vietnam (VSS). The focus of this programme was to improve subject knowledge related to social insurance, financial management, technology management and governance and to enhance English language competency. The training to participants was provided by the experienced faculty members of the University of Waikato. The programme consists of four subject modules and a component of English.

The guest speakers from Alandale Lifecare Limited, Ministry of Social Development and Life Unlimited were invited to share their experience with the participants. During the programme, site visits were made to NZ Super Fund, Ministry of Social Development, the Accident Compensation Corporation (ACC) and the Vietnamese embassy.

Enhancing Leadership Capacity in Economic Management

IBR successfully completed an executive education programme “Enhancing Leadership Capacity in Economic Management”. The programme was designed to support the professional development of Provincial leaders of the Socialist Republic of Vietnam.

The focus of this programme was to improve knowledge and skills to enhance decision-making. It integrated key concepts of economics, policy development, monitoring and accountability as a robust framework assisting leaders and officials to promote efficient and effective management. The programme involved interactive engagement with the Vice Chancellor, Professor Frank Scrimgeour, Professor Stuart Locke, political leaders and officials and visits to Government offices to engage with their leaders. Experienced New Zealand Politicians (Rt Hon James Bolger and Hon Andrew King) supported by experienced officials well versed in economic leadership interacted with participants.

The guest speakers from Hamilton City Council, Waikato Regional Council, Waikato District Council and Ministry of Primary Industries were invited to share their experience with the participants. During the programme, site visits were made to Auckland Transport, Research & Innovation Unit of Waikato University in Auckland, Destination Rotorua, the Vietnamese embassy, Ministry of Business, Innovation and Employment, Local Government New Zealand and the New Zealand Treasury.
THE FUTURE OF IBR

In 2018, the plan is restructure IBR as part of a growth strategy to align with Waikato Management School’s strategic areas of expertise. Three new research units will be established: Enterprise Innovation; Responsible and Sustainable Management; and Leadership under the umbrella of the re-branded IBR to the New Zealand Institute for Business Research (NZIBR). NZIBR will facilitate and leverage research carried out in these three areas within Waikato Management School and across the University of Waikato enhancing and enabling its cohesion and capability. The three research units will focus on agribusiness, tourism, business development, health, and training & education.
Refereed Journal Articles


Barker, H; Barker, H; Oetzel, J; Oetzel, JG; Scott, N; Scott, N; Morley, M; Morley, M; Atatoa Carr, PE; Atatoa Carr, PE; Atatoa Carr, PE; Bolton Oetzel, K; Oetzel, KB (2017), Enablers and barriers to secondary prophylaxis for rheumatic fever among Maori aged 14-21 in New Zealand: a framework method study, *International Journal for Equity in Health*, 16.

Beaton, A; Manuel, C; Tapsell, J; Oetzel, J; Hudson, M; Scott, N; Rarere, M (2017), Identifying strategic opportunities for Maori community organisations to respond to pre-diabetes: Building a platform for integrated care to deliver change that matters to communities, *International Journal of Integrated Care*, 17 (5): 166-166.

Bond-Smith, S; McCann, P; Oxley, L (2017), A regional model of endogenous growth without scale assumptions, *Spatial Economic Analysis*, online, 1-31.


Deng, X; Gibson, J; Jia, S (2017), Does expressway consume more land of the agricultural production base of Shandong Province? *Computational Economics*, online.


Deng, X; Gibson, J; Wang, P (2017), Relationship between landscape diversity and crop production: A case study in the Hebei Province of China based on multi-source data integration, *Journal of Cleaner Production*, 142 (2) : 985-992.


Duppati, G; Kumar, AS; Scrimgeour, F; Li, L (2017), Long memory volatility in Asian stock markets, *Pacific Accounting Review*, 29 (3) : 423-442.


Franceschini, C; Thiene, M; Scarpa, R; Rose, J; Moretto, M; Cavalli, R (2017), Adoption of renewable heating systems: An empirical test of the diffusion of innovation theory, *Energy*, 125, 313-326.

Friedman, J; Beegle, K; De Weerdt, J; Gibson, J (2017), Decomposing response error in food consumption measurement: Implications for survey design from a randomized survey experiment in Tanzania, *Food Policy*, 72, 94-111.

Fu, B; Dyer, F; Kravchenko, A; Dyack, B; Merritt, W; Scarpa, R (2017), A note on communicating environmental change for non-market valuation, *Ecological Indicators*, 72, 165-172.


Gibson, J; Datt, G; Murgai, R; Ravallion, M (2017), For India’s rural poor, growing towns matter more than growing cities, *World Development*, 98, 413-429.


Gibson, J; Romeo, A (2017), Fiscal-Food policies are likely misinformed by biased price elasticities from household surveys: Evidence from Melanesia, *Asia & the Pacific Policy Studies*, 4 (3): 405-416.


Hu, Y; Oxley, L (2017), Are there bubbles in exchange rates? Some new evidence from G10 and emerging markets countries, *Economic Modelling*, 64, 419-442.

Hu, Y; Oxley, L (2017), Do 18th century ‘bubbles’ survive the scrutiny of 21st century time series econometrics?, *Economics Letters*, Online.

Johnston, RJ; Boyle, KJ; Adamowicz, WV; Bennett, J; Brouwer, R; Cameron, TA; Hanemann, WM; Hanley, N; Ryan, M; Scarpa, R (2017), Contemporary Guidance for Stated Preference Studies, *Journal of the Association of Environmental and Resource Economists*, 4 (2) : 319-405.


Kim, B; Gibson, J; Chung, C (2017), Using panel data to estimate income under-reporting by the self-employed, *The Manchester School*, 85 (1): 41-64.


Liang, Y; Gibson, J (2017), Do siblings take your food away? Using China’s one-child policy to test for child quantity-quality trade-offs, *China Economic Review*, online.


Oetzel, J; Scott, N; Hudson, M; Masters-Awatere, B; Rarere, M; Foote, J; Beaton, A; Ehau, T (2017), Implementation framework for chronic disease intervention effectiveness in Maori and other indigenous communities, *Globalization and Health*, 1-13.

Omondi, RK; Ryan, C (2017), Sex tourism: Romantic safaris, prayers and witchcraft at the Kenyan coast, *Tourism Management*, 58, 217-227

Romera, AJ; Doole, GJ; Beukes, PC; Mason, N; Mudge, PL (2017), The role and value of diverse sward mixtures in dairy farm systems of New Zealand: An exploratory assessment, *Agricultural Systems*, 152, 18-26.


**Books**

Wallerstein N; Duran B; Oetzel J; Minkler M (2017), *Community-Based Participatory Research for Health Advancing Social and Health Equity*, : John Wiley & Sons, 480pgs.

**Chapters in Books**

Kastelic, S; Wallerstein, N; Duran, B; Oetzel, JG (2017), Socio-ecologic framework for CBPR: Development and testing of a model, In Wallerstein N; Duran B; Oetzel J; Minkler M (Eds), *Community-Based Participatory Research for Health: Advancing Social and Health Equity*, Jossey-Bass, 77-93.

Oetzel, JG; Duran, B; Sussman, A; Pearson, C; Magarati, M; Khodyakov, D; Wallerstein, N (2017), Evaluation of CBPR partnerships and outcomes: Lessons and tools from the research for improved health study, *Community-Based Participatory Research for Health: Advancing Social and Health Equity*, Jossey-Bass, 237-249

Wallerstein, N; Duran, B; Oetzel, JG; Minkler, M (2017), On community-based participatory research, *Community-Based Participatory Research for Health: Advancing Social and Health Equity*, Jossey-Bass, 3-16.

**Conference papers**


Ginossar, T; Oetzel, J; Archiopoli, A (2017), The dark side of social support: Experiences of social undermining among people living with HIV, *88th Annual Convention Western States Communication Association*, Salt Lake City, Utah, USA, 18 Feb 2017 - 21 Feb 2017, 0pgs.


**Conference and other Oral Presentations**

Beaton, A; Manuel, C; Tapsell, J; Foote, J; Oetzel, J; Hudson, M; Scott, N; Rarere, M (2017), Building a platform for integrated care to deliver change that matters to communities, ICIC17 – 17th International Conference on Integrated Care, Dublin, Ireland, 8 May 2017 - 10 May 2017, 0pgs.


Oetzel, J; Bourasaw, B; Wallerstein, N; Morales, L; Kastelic, S; Ortiz, K; Duran, B; Sanchez-Youngman, S; Dickson, E (2017), Explaining the link between CPBR context, processes, and outcomes: Theoretical mechanisms in a national study of community-engaged research projects, *APHA (American Public Health Association) 2017 Annual Meeting and Expo*, Atlanta, USA, 4 Nov 2017 - 8 Nov 2017, 0pgs.


**Essays**


**Professional Reports for external bodies**

Barns, S; Doole, GJ; Smith, N; Matheson, I; Muller, C; Osborne, P (2017), *Joint statement of economic experts*, Commissioned by Bay of Plenty Regional Council, 8pgs.

Doole, GJ (2017), *Economic impacts of Plan Change 10 at the catchment level*, Commissioned by Bay of Plenty Regional Council, 29pgs.

Doole, GJ (2017), *Rebuttal evidence of Professor Graeme John Doole on behalf of the Bay of Plenty Regional Council*, Commissioned by Bay of Plenty Regional Council, 15pgs.

Doole, GJ; Moleta, G; Barns, S (2017), *Economic analysis of the re-allocation of nutrient entitlements in the Lake Rotorua Catchment*, Commissioned by Bay of Plenty Regional Council, 30pgs.


**Working Papers**

Andalon, M; Gibson, J (2017), The ‘soda tax’ is unlikely to make Mexicans lighter: New evidence on biases in elasticities of demand for soda, Waikato Management School, 31pgs.
Caputo, V; Scarpa, R; Nayga, R; Ortega, D (2017), Are preferences for food quality attributes really normally distributed? An analysis using flexible mixing distributions, Waikato Management School, 26pgs.

Hu, Y; Oxley, L (2017), Exuberance in British share prices during the railway mania of the 1840s: Evidence from the Phillips, Shi and Yu Test, Waikato Management School, 20pgs.

Hu, Y; Oxley, L (2017), Exuberance in historical stock prices during the Mississippi and South Seas bubble episodes, Waikato Management School, 24pgs.

Liang, Y; Gibson, J (2017), Do siblings take your food away? Using China’s one-child policy to test for child quantity-quality trade-offs, Waikato Management School, 24pgs.

Liang, Y; Gibson, J (2017), Location or Hukou: What most limits fertility of urban women in China?, Waikato Management School, 19pgs.

Scarpa, R; Franceschinis, C; Thiene, M (2017), A Monte Carlo evaluation of the logit-mixed logit under asymmetry and multimodality, Waikato Management School, 36pgs.

Eva Collins
Associate Professor Eva Collins
Executive Director, The New Zealand Institute for Business Research
May 2018