

Journal of International Education and Business
Vol. 1, No. 2, August 2010

Abstracts

The Student-Driven Learning Preference: Does Culture and Generational Membership Matter? <i>Ann Mitsis and Patrick Foley</i>	1
The Importance of Mathematics in University Education <i>Girijasankar Mallik</i>	2
Online Higher Education in an Advanced Emerging Economy: Issues and Challenges <i>Sanjaya S Gaur, OP Wali and Hanoku Bathula</i>	3
International Education, Aid and Development: Reflections of a Recipient <i>John Overton</i>	4
Identifying the Links between International Education and Tourism <i>Malcolm Abbott and Ershad Ali</i>	5
An Analysis of the Relationship between the Internationalisation of Education and the Growth of Tourism in New Zealand <i>Ershad Ali</i>	6
Why Should I Research and How? <i>Ken Jackson</i>	7
Techniques for Identifying Topics for Research <i>Love Chile</i>	8
Book Review <i>Hanoku Bathula</i>	9

The Student-driven Learning Preference: Does Culture and Generational Membership Matter?

Ann Mitsis and Patrick Foley

Abstract

This study explored the relationship between undergraduate business students' cultural values orientation and generational membership, Generation Y, as antecedents to a student-driven learning style preference. A sample of 364 students was selected from a metropolitan university based in Melbourne, Australia. Robertson and Hoffman's (2000) Cultural Values Scale, which is derived from Hofstede's work (1980; 1991; 1998), and Honey and Mumford's (1992) Learning Style Questionnaire, was used. The results of this study suggest that high masculinity, high Confucian, and high uncertainty avoidance are the cultural predictors of a student-driven learning preference, even when generational membership is controlled for. Therefore, this further suggests that students who hold a high rating of any combination of these cultural variables are more likely to have a student-driven learning preference.

The Importance of Mathematics in University Education

Girijasankar Mallik

Abstract

This paper investigates the relative importance of prior knowledge of mathematics that may impact on student performance in the university. Using multi-year data set covering 14,528 students, we have found that those students who have done higher level mathematics in high school have done significantly better in the university in any discipline. We have also found that prior knowledge of a higher level of English (e. g. Extension One and Extension Two) increased the overall performance (measured by Grade point Average or GPA) in university significantly.

Keywords: Mathematics, Australia, Learning and OLS.

Online Higher Education in an Advanced Emerging Economy: Issues and Challenges

Sanjaya S Gaur, OP Wali and Hanoku Bathula

Abstract

Advances in information and communication technology have facilitated online education or e-learning. Given the scope and size of the online education market, there is a race to get into the e-learning space globally, but many organisations and academic institutions trying to foray into e-learning are experiencing an imbalance due to a lack of proper understanding of the marketplace and internal/external requirements. Information technology (IT) assimilation throws up unimaginable challenges. Some of the questions that a researcher should ponder are: what should the operating strategy, deliverable value, approach, processes and technology assimilation strategies be so that the entire organisation moves towards successful implementation of the e-learning project without compromising on its existing competencies? These issues offer challenges to all those involved in offering online education, both in the advanced and emerging economies. This paper makes an attempt to answer some of the above issues with the help of the experiences gained from one of the largest online education projects launched and running quite successfully in an advanced emerging economy, namely India. The suggested framework evolved around discovery of a collaboration model with software and connectivity service providers, and the criteria for this collaboration should be drawn from learner needs and requirements. The collaboration should be balanced to achieve the necessary value proposition for the intended learner segment by carefully crafting the learner-centric value chain by institutes of higher learning.

Key Words: Emerging economy, e-learning, distance education, learner-centric value chain

International Education, Aid and Development: Reflections of a Recipient

John Overton

Abstract

International education in New Zealand has been closely linked to the country's aid and development policies since the 1960s. Both the official aid programme and tertiary institutions have accorded a high priority to international student recruitment and support. However, as a result of the wider funding constraints on tertiary institutions, international student education has been viewed primarily as a source of revenue, and the more general pedagogical and social issues and benefits have been obscured. This paper, drawing on the author's experiences in the subject of development studies, argues that international education in New Zealand needs to be re-evaluated and new models of funding and management need to be explored.

Identifying the Links between International Education and Tourism

Malcolm Abbott and Ershad Ali

Abstract

Export education contributes around \$2 billion per annum to the New Zealand economy. In addition, tourism generates around \$18 billion, making it one of the country's greatest export earners. There is some reason to believe that the two industries are in various ways interlinked. This paper explores the possible relationship between internationalisation of education and the growth of tourism.

An Analysis of the Relationship between the Internationalisation of Education and the Growth of Tourism in New Zealand

Ershad Ali

Abstract

The purpose of this study is to investigate the relationship between international education and the growth of tourism in New Zealand. The research focussed on the number of international students in New Zealand, their friends and families visiting them, and how they contribute to the tourism growth. The study used data from secondary sources such as Statistics New Zealand, the Ministry of Education etc. The study found that there is a positive relationship between international education and the growth of tourism in New Zealand. However, because the existing literature does not provide enough evidence to measure the strength of the relationship, there is a need for more research. The study further suggests that as New Zealand is a small country compared to other education exporting countries, and both international education and tourism are significant contributors to the economy, the government should make the necessary policy decisions in favour of these two sectors.

Key words: New Zealand, International Education, Tourism, Relationship

Why Should I Research and How?

Kenneth E Jackson

Abstract

This paper considers the public benefits of research, looks at the continuing claims that there is not enough being spent on research and development in New Zealand, and assesses the sources of private benefit to individual and corporate actors in engaging in research activity, especially in an academic context.

There is consideration of instances of growing interest in research to be observed in other sectors than education, and there are reflections on how research may assist in promoting innovation and growth. The paper concludes with some thoughts as to the choice of media for the presentation of results of research.

Techniques for Identifying Topics for Research

Love. M Chile

Abstract

Choosing a research topic is critical for successful research outcomes, both in terms of reaching the desired audience and consequently the potential to engage those with some interest in the research's policy recommendations, as well as attracting the right attention for funding. For students especially, the choice of research topic is critical in engaging and sustaining their interest over the period of study. This paper provides a critical reflection on the author's approach working with students to develop research topics that lead to successful research outcomes.

Wendy Laura Belcher (2009). *Writing Your Journal Article in 12 Weeks: A guide to academic publishing success*. Thousand Oaks, CA: Sage Publications

Reviewed by Hanoku Bathula