

RESEARCH NOTES



Dr Mike Roberts
Vice-President
AIS St Helens

Welcome to the inaugural issue of the AIS St Helens Research Newsletter. This represents a further step in our efforts to keep staff informed about research activity by academic staff here at AIS St Helens and in collaboration with researchers from other institutions, to keep research “front of mind” for staff, to encourage staff in their research efforts, and to inform about research collaboration opportunities.

We were very pleased to receive the announcement earlier this year that five staff received funded category rankings in the 2012 PBRF round. This will contribute an injection of government funding into our research budget every year for the next six years. The next PBRF portfolio submission round is scheduled for 2018. Now is the time for staff to begin working on their research profiles. You cannot “cram” for a research profile at the last moment. Profiles are judged on the quantity and quality of research outputs, evidence of peer esteem, and evidence of contribution to the research environment.

A significant boost to research was received from the 6th Biennial Conference of the AIS St Helens based Centre for Research in International Education (CRIE) which ran in the first week of July with the general theme of Multicultural Classrooms. About thirty papers were presented in two days. A selection of these papers is currently being considered for the publication of an edited book based on the conference theme. We look forward to being well informed with further reports of research activity through this newsletter in the hope that it will spur on our efforts in this important sphere of academic activity.



CRIE CONFERENCE DELGATES
6TH INTERNATIONAL CONFERENCE 2013

UPCOMING CONFERENCES AND EVENTS

1. IITP National Conference for IT professionals is planned to be held at Tauranga, Bay of Plenty, New Zealand.

Conference date: 23 Oct 2013 to 25 Oct 2013

www.iitp.org.nz/conference

2. The Fourth IIMS international conference is planned to be held in Philippines this year. The conference is Jointly organized by AIS St Helens, New Zealand; IIMS, India; UITM, Malaysia and CAVITE STATE UNIVERSITY, Philippines.

Conference date: 28 Nov 2013 to 2 Dec 2013

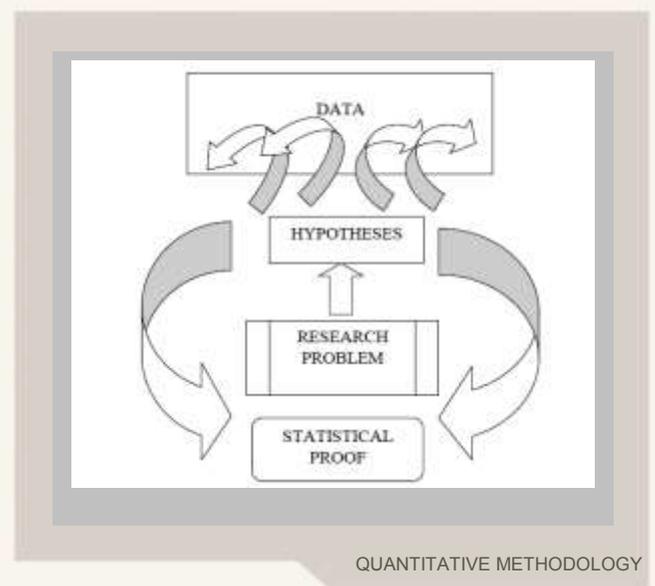
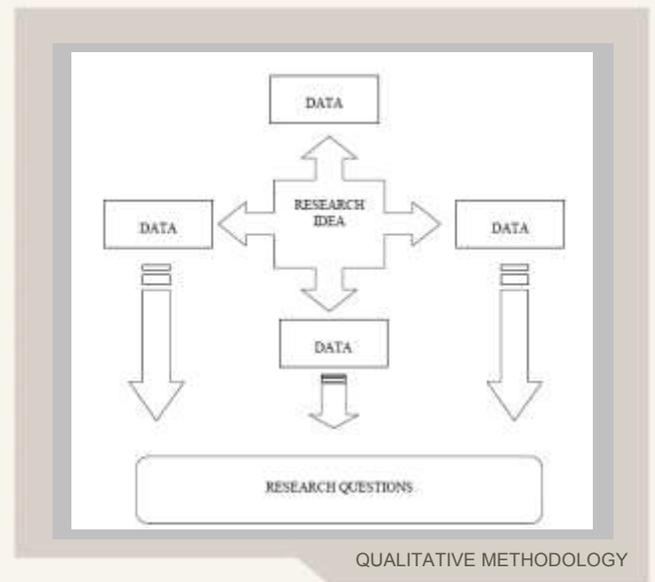
www.iimsconferece.com

METHODOLOGICAL DEBATE

Qualitative or Quantitative???

Rubaiyet Khan

The methodological debate on which method is suitable to prove your research hypotheses has been a longstanding dilemma among the researchers. Often the quality of research outcomes has been questioned due to the adoption of wrong methodology. The Qualitative type of research methods are derived from the positivist school of thought that embraces the human side of logical thinking and looks at research problems from a more grounded approach. The Quantitative approach uses the empirical way of approaching problems to find relevant solutions by statistical proof of a hypothesis, i.e. a scientific way of looking at research problems. Each research problem needs to consider its research questions to identify the best way to look into the problem. When there is abundance of apparent evidential support available, a researcher might decide to prove his/her hypotheses by collecting statistical data from the population of interest. The Qualitative approach is best suited for a situation where fragmented evidence needs to be collated to develop an idea of a research question. We adopt our methodology based on our research question in hand.





DR. SEMISI TAUMOEPEAU

RESEARCHER OF THE MONTH

Dr Semisi Taumoepeau has been the Head of the Tourism Management Programme at AIS St. Helens from February 2003 to the present day. At the same period he has been an Associate Director of the NZTRI (New Zealand Tourism Research Institute) based at AUT. A depth of governance, management, consultancy and research publications, working mostly in New Zealand and in the South Pacific islands makes his research skills a unique one. Before he joined AIS St Helens in 2003, he was a Tourism Director for Tonga for more than 20 years, a CEO of Royal Tongan Airlines, a former Chairman of the South Pacific Tourism Organization, Association of the South Pacific Airlines and served two terms as Board member of the Pacific Asia Travel Association. Dr Taumoepeau was also nominated to the New Zealand Tourism Industry Board from 2010-2012.

Dr Taumoepeau holds a BSc in Chemistry and Biochemistry (University of Auckland), MSc in Tourism Planning and Development (University of Surrey, UK) and a Doctorate degree from the University of the Sunshine Coast (Queensland) with his thesis on Economic Sustainability of South Pacific Airlines. He has been an approved consultant/researcher for NZAid since 2006 and has undertaken several NZAid research/consultancy projects in the South Pacific islands up to the present date. Most of his recent publications are on Pacific Tourism and Aviation.

KEY RESEARCH INTEREST

- Aviation Industry
- Tourism Industry
- Pacific Tourism

AISt HELENS

RESEARCH NEWSLETTER



ABOUT THE NEWSLETTER

The newsletter aims to develop collegial partnerships in common research interests, through high quality research outputs and sharing research ideas and resources.

CENTER FOR RESEARCH IN INTERNATIONAL EDUCATION

www.crie.org.nz

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