

# Book of Abstracts ITP Symposium

2-6 December 2024



# ITP Symposium

OP·SIT·ARA

Unitec·MIT

Virtual



Published in 2024 by

Te Pūkenga

Cnr Anglesea and Nisbet Streets

Hamilton 3204

ISBN: 978-1-0670543-0-4

Edited by Jamie Smiler (Unitec-MIT & Virtual Symposium), Daisy Bentley-Gray (Pacific Stream), Jo Drysdall (OPSITARA) and James L Savage (review & support).

Titles and Abstracts are © 2024 the Authors.

Other content is © 2024 Te Pūkenga



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

Smiler, J., Bentley-Gray D., Drysdall J. & Savage J.L.(Eds) (2024). ITP Symposium 2024 Book of Abstracts. Te Pūkenga. <https://doi.org/10.34074/proc.2412>

# ITP Symposium 2024

The 2024 ITP Rangahau and Research Symposium was held the week of December 2-6 as four events in Tāmaki Makaurau | Auckland; Ōtautahi | Christchurch; and Wānanga Ipurangi | Online. The purpose of the symposium is to showcase the diversity of research undertaken by staff and postgraduate students across the vocational sector, and to build new connections across the network. The symposium was a great success, with presentations from both experienced and emerging researchers on a diverse range of topics and methodologies.

Each event was locally driven and delivered. The week began with an in-person symposium hosted by Unitec and MIT at their Wairaka campus on Monday 2 and Tuesday 3 December. A Pacific Research Stream was also hosted by Unitec and MIT on the same days, running in parallel. A virtual symposium event was held online on Wednesday 4 December, in which researchers from across Te Pūkenga presented live online talks. The week finished with an in-person symposium event, OPSITARA 2024, hosted by Ara at their Madras St campus on Thursday 5 and Friday 6 December. Several online keynote and workshop events also took place during the week.

Abstract submission was open between 16 June and 18 September through a joint portal. Research Presentations, Creative Practice Presentations, Research Posters, and Research Community of Practice meetings were options for in-person presentation, with Talanoa also available as an option in the Pacific Steam. Over 280 abstracts submitted and over 230 presentations delivered across the symposium events, and all abstracts were peer reviewed before acceptance.

This Book of Abstracts contains the final symposium programme and abstracts for all presentations delivered at the symposium. Abstracts are ordered by event, then presentation type, and then by corresponding author first name.

## Contents

Symposium Programme .....	2
Unitec-MIT Symposium Abstracts.....	32
Pacific Symposium Abstracts.....	102
Virtual Symposium Abstracts .....	122
OPSITARA Symposium Abstracts.....	159

<p><b>Advancing Pedagogical Strategies in Chinese Transnational Education: Lessons for Te Waipounamu</b> Jeremy Taylor (OP)</p>	<p><b>Early Career Teachers' Journey Towards Excellence</b> Elizabeth Martin (OP) Claire Goode (OP) Yvonne A Thomas (OP)</p>	<p><b>Navigating the Fog; Studying while Concussed</b> Phil J Handcock (OP) Gary Barclay (OP) Laura J Munro (OP) Helen McDermott (OP) Jenna Collie (OP) Amy Simons (OP)</p>	<p><b>Challenges and Opportunities Faced by HR Professionals in Aotearoa, New Zealand and Strategies for their Effective Management</b> Hufsa Kazmi (Ara)</p>	<p><b>Micro-Credentials for Prefabricated Construction</b> Rehan Masood (OP)</p>	<p><b>The role of Visual Within Professional Practice Inquiry</b> (30-minute presentation) Ruth Myers (OP) Samuel Mann (OP) Steve Henry (OP)</p>
<p><b>Exploring Vocational Education and Training's Role in Just Transitions: A Practice-Based Approach to Researching VET Through a Case Study of Apiculture Education and Training in Aotearoa New Zealand</b> John P. Howse (Toi-Ohomai / University of Waikato)</p>	<p><b>Teachers Plant Seeds that Grow Forever</b> Kerstin I Dofs (Ara)</p>	<p><b>Making Time to do Collaborative Research as a Working Team (and Enjoying It)</b> Andrew Frost (Ara) Kath Harrison (Ara) Dominic J Chilvers (Ara) Jimi McKay (Ara) Amy Allen (Ara) Adele Parkinson (Ara)</p>	<p><b>Voting Rights in Equity Crowdfunding</b> James Murray (Ara) Jane Parker (Ara)</p>	<p><b>Impact of NZS3910:2023 Changes on Construction Practices</b> Rehan Masood (OP) David A Finnie (OP) James Flanders (OP)</p>	
<p><b>Planning a Practice-Focused Inquiry in Universal Design for Learning Utilisation: Questions we Asked Ourselves</b> Rachel M Mcnamara (OP) Amy Benians (OP) Helen C Mataiti (OP)</p>	<p><b>Like and Subscribe and Learn: Podcasts in Learning</b> Tim Lynch (OP) Lucky Hawkins (Te Wānanga o Aotearoa) Jules Tautz (OP) Finn Boyle (OP) Samuel Mann (OP) Mawera Karetai (University of Otago)</p>	<p><b>The Use of Jigsaws in Tertiary Education</b> Johanna I Rhodes (Nursing Council of New Zealand) Mary J McMillan (OP)</p>	<p><b>An Exploration of the Marketing Academic / Practitioner Disconnect in Australasia</b> Linda McKitterick (Ara) Paula Arbouw (Lincoln University)</p>	<p><b>Embedding Ethics in the Workplace - Aotearoa Construction Trades</b> David M Bettis (OP)</p>	
<p><b>AI for Higher Education – Trends, Future, Challenges and Opportunities</b> Neeru Choudhary (Open Polytechnic) Muhammad Arslan (Open Polytechnic)</p>		<p><b>Belonging as a Protective Factor</b> Adrienne P Buckingham (OP)</p>	<p><b>Early-Stage Company Valuation in New Zealand's Equity Crowdfunding Market</b> James Murray (Ara)</p>		

# An Exploration of the Marketing Academic / Practitioner Disconnect in Australasia

Linda McKitterick (Ara); Paula Arbouw (Lincoln University )

[linda.mckitterick@ara.ac.nz](mailto:linda.mckitterick@ara.ac.nz)

This qualitative study investigates Commercial Marketing Practitioner (CMP) perspectives of academic marketing research (AMR), with a focus on the disconnect of integration of AMR into contemporary industry practice. This research-practice-gap is acknowledged across social sciences. However, further insight is needed to comprehend the factors creating the gap to bridge the gap. Across the literature, scholars have identified the need for theory to drive practice and for practice to stimulate theory development. Both theory and practice are deemed crucial in the continuation of knowledge generation. CMPs operating in dynamic landscapes, such as digital innovation, require timely knowledge to navigate decision making in their professional discipline. 12 semi-structured interviews with CMPs in Australia (2) and New Zealand (10) were conducted utilising quota sampling to ensure a variation of industries, business size, and industry experience. Thematic analysis was utilised to reveal common themes. The results indicate AMR infrequently informs strategic decisions; however, its value is acknowledged. The relevance of AMR is not fully realised due to perceptions the internet (including sources with questionable credibility) provides the more up to date information CMPs require to stay abreast, particularly with regard to technology in a rapidly changing environment. CMPs prefer 'snackable' served up content they subscribe to for more tailored 'content'. Various online platforms, such as social media, are dominant in the dissemination of this information. The results indicate there is an opportunity to integrate the use of AMR in congruence with contemporary CMP requirements, e.g. through bite-sized content in accessible channels. A desire for up-to-date AMR was evident, with a need for guidance on decision making around innovations within the field of marketing. As the innovative information needs evolve, so too is the opportunity for the advancement of this knowledge within AMR, for the profession of marketing.