



THE UNIVERSITY OF
AUCKLAND
Te Whare Wānanga o Tāmaki Makaurau
NEW ZEALAND

**NEW ZEALAND ASIA
INSTITUTE**

Annual Report 2020



New Zealand Asia Institute

Enhancing New Zealand's understanding of and engagement with Asia

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The New Zealand Asia Institute (NZAI) undertakes research that promotes engagement with Asia, provides a forum for informed debate and offers a bridge to Asia-related expertise and research within the University of Auckland.

NZAI was established in 1995 in response to the growing importance of Asia to New Zealand politically, economically and culturally.

Based at the University of Auckland Business School, NZAI is a faculty-level research institute that draws on the wide body of knowledge available in the University, with a number of core research projects being undertaken by faculty and PhD students.

We also work collaboratively with research institutes and researchers throughout Asia on research projects, programmes and conferences that enhance our understanding of Asia's transformation.

NZAI engages widely with corporate, government and other stakeholders.

NZAI Staff and Management Committee 2020

Charles Chow	Asia Network Adviser
Xin Chen	Research Fellow
Benjamin Fath	Project Manager
Antje Fiedler	Director of the China Studies Centre
Jesse Hession Grayman	Director of the Southeast Asia Studies Centre
Natasha Hamilton-Hart	Director NZAI and Director of the Southeast Asia Studies Centre
Mark Mullins	Director of the Japan Studies Centre
Yuri Seo	Director of the Korea Studies Centre
Christina Stringer	Associate Director
Dinah Towle	Office Manager

Strategic Advisory Board 2020

Mitchell Pham	Chairperson
Chye Heng	Deputy Chairperson
Matthew Abel	
Celia Caughey	
Jerry He	
Ian Kennedy	
Josephine Kim	
Indradi Soemardjan	

Director's report



2020 was a year of unexpected change and adaptation for the New Zealand Asia Institute. Like organizations all around the world, we were affected by the Covid-19 pandemic, which shut off international travel and required us to cancel in-person events and research activities. Along with everyone else, we discovered online networking, seminars and meetings. Although nothing can fully replace face-to-face

contact, we were glad to be able to maintain a programme of research and outreach activities despite the pandemic-related restrictions.

The Institute's first online event was held on the final day of New Zealand's nationwide lockdown that ran from 25 March to 13 May. We virtually hosted Singapore-based Chua Zhiying, a hugely inspirational and engaging young entrepreneur, who spoke to the Asia Savvy network of students and alumni about the launch of her start-up, Neuron e-scooters, in Auckland.

In January 2020, when reports of a novel virus circulating in China had



yet to generate much response elsewhere and no-one envisaged the unprecedented global response to come, I was lucky to participate in a meeting of the Pacific Community Initiative in Singapore. The Initiative is led by researchers at Johns Hopkins University and Peking University, funded by the China-U.S. Education Foundation. The Singapore meeting discussed the U.S.-China tension that has grown markedly in recent years. The U.S.-China "trade war" launched in 2018 continued with tariff restrictions in place over 2020, along with the potentially more serious "tech war" that threatens

the complex supply chain ties that link both countries – as well as the wider region. Together with new attention to supply chain risk and logistics disruption prompted by the pandemic, this context means that New Zealand's exporters and policymakers face a regional and global context that is likely to be increasingly complicated and challenging, a theme explored in some of the research listed in the Appendices to this report.

On a more positive note, the Institute and the International Business Forum jointly supervised a Business School Summer Scholar, Kaitlin Outtrim, whose project tracked the goals and activities of APEC's business advisory group, known as ABAC. APEC, or Asia Pacific Economic Cooperation, is one of the region's most enduring arenas for international cooperation and may serve as a mechanism for regional countries to consolidate shared standards and a commitment to open economic exchanges.

Our annual student-led conference, Asia Savvy, was switched to online format in 2020, due to Auckland's second lockdown in September. The conference theme of Building Cross-Cultural Competencies was particularly timely for all of us aiming to engage positively across cultures in the current pandemic context. Despite not being able to share food and network in person, Asia Savvy 2020 succeeded in bringing together an engaged group of students and wonderful speakers, who shared some fascinating insights on the subject, as described in the account that follows. My thanks to the speakers, the hard-working and versatile student organizing committee and to Dinah Towle and Deepika Jindal who made it all work seamlessly.

Our other activities are described in the rest of this report, which provides a record of the research, publications and outreach activity we have undertaken. I would like to thank all of our staff, management committee members and sponsors. I am also grateful for the insights and advice of our Strategic Advisory Board members, and particularly acknowledge Matthew Abel, who stepped down from the Advisory Board at the end of 2020 after having served as an inaugural member since 2018. Matthew has been a generous supporter of the Institute and the Business School. We will miss his expert advice and wish him well for his future activities.

Professor Natasha Hamilton-Hart

Director
New Zealand Asia Institute



Left: Strategic Advisory Board members: Ian Kennedy, Josephine Kim, Mitchell Pham, Chye Heng, Celia Caughey, Matthew Abel.
Not shown: Indradi Soemardjan and Jerry He

Events and activities: Highlights for 2020

Building cross-cultural competencies: New Zealand Asia Savvy Symposium 2020

Dinah Towle

The 2020 Asia Savvy Symposium celebrated this year as the tenth anniversary of the Asia Savvy initiative. Since 2011, over 1,000 tertiary students have attended our conference and networking events to learn about, discuss and debate a variety of topics relating to the potential Asia holds for their futures.

Despite COVID-19 lockdown restrictions cutting short our signature high energy in-person networking event, we were able to offer a condensed engaging event suitable for a digital platform. This year's theme focused on understanding the meaning of cross-cultural competencies and the value these competencies offer for engaging in a multi-cultural environment, both in work and social life.

Four panellists from industry relayed their own career stories, providing examples and insights of cross-cultural experiences along with skills they developed living across difficult cultures. The speakers encouraged students to embrace different cultures and see them as an opportunity to open up to new understanding about the world to make it a better place for everyone; to be open-minded and curious; and genuinely get to know people different from themselves.

During the workshop on Cross-cultural Intelligence, examples were given on how personal biases or preconceptions can affect assumptions about different cultures. To be 'cross-culturally savvy', it is important to know our own biases; to be open and curious to learning new ways; and to be non-judgmental. Simply said, the key motivator to demonstrating cross-cultural intelligence to others is showing 'good intent' along with emotional, physical and experimental learnings.



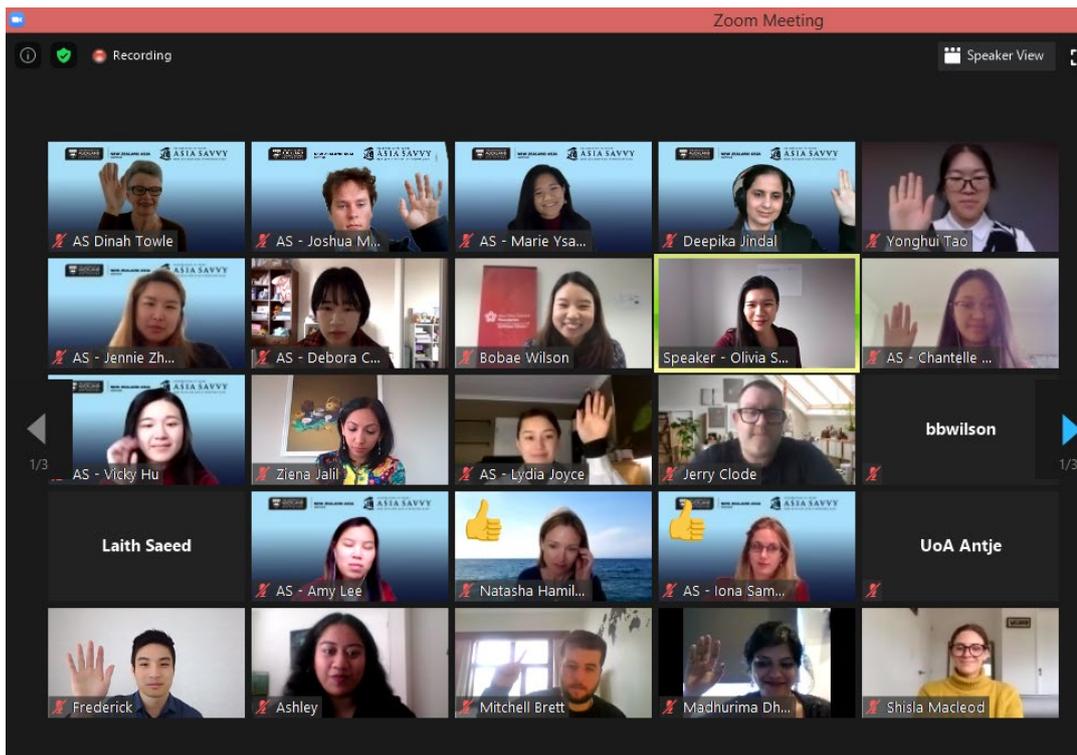
Building cross-cultural competencies

Saturday, 19 September 2020



The workshop was followed by breakout sessions where small groups were encouraged to share examples of their own cross-cultural experiences, learning from one and other first-hand. This also gave them the opportunity to reflect on their own experiences using their new learnings gleaned from the panel discussion and workshop.

To participate in the conference, students were required to submit essays explaining their views on the value of developing cross-cultural competencies and opportunities for developing such competencies in New Zealand. Judges then reviewed the students' essays, awarding prizes to the top writers. The best essay prizes included an iPad and an opportunity for a one-on-one session with alumni experts from three chosen industries.



Asia Savvy on Zoom

Indonesia Focus: Bureaucratising reciprocity in Indonesia’s “mutual aid state”

Joe Clifford

Joe Clifford is currently undertaking a Master of Arts in the Development Studies Programme under the supervision of Jesse Hession Grayman, Director of NZAI’s Southeast Asia Studies Centre. Joe’s research focuses on the legitimisation of developmentalist policies in Indonesia through references to indigenous concepts of mutual aid, contextualising these in a situation of democratic regression and increased polarisation in Indonesia. Joe is also the recipient of the Nicholas Tarling Southeast Asian Studies Masters award as well as The University of Auckland Postgraduate Research Scholarship, and a student of the New Zealand Asia Institute’s Bahasa Indonesia language courses.

Life in Indonesia’s traditional rural settings is typically maintained via institutions of mutual aid, and situations where members of a community pool their labour or resources together for either economic or social gain are commonplace. These types of relationships are typically reciprocal with the expectation that the extension of one’s labour will be repaid in kind at a later time. They are premised upon a shared equality of members under the guidance of a father-like figure acting as a village head. Collectively villagers manage community affairs through deliberation at community meetings, and harmony is a shared goal and concern that undercuts various forms of neighbourliness.

Such is the idealised traditional life that the Indonesian state imagines and presents. Indonesia’s first president and independence leader, Sukarno, famed for his oratorical brilliance saw this form of sociality as the basis for the newly independent Indonesian state. The key notion he relied upon to frame this was gotong royong. For Sukarno, there was no better concept to try and engender a shared sense of belonging to the nation than gotong royong.

Gotong is to shoulder or lift, while royong is together. Indonesia was seen to be filled with the practice and spirit of mutual aid. As well as furnishing Sukarno with an indigenous term to describe Indonesia, the state has long used gotong royong as a justification for various Indonesian regimes to extract labour from villagers towards development projects. By evoking

gotong royong state officials make claims on the time and labour of villagers, without pay, who are expected to help in a range of tasks from building community halls or schools, clearing land for roads, or any other number of tasks that require a group of workers. By participating in these projects, workers are seen to be discharging a sense of duty or fulfilling a moral obligation to the nation-state.

These practices were commonplace in the authoritarian New Order era where the harmonious traditional village was celebrated but also seen as a place in need of developing and modernising, an antagonism that has continued into the post-authoritarian era where there has been a renewed emphasis on developmentalism under the current president, Joko Widodo, popularly known as Jokowi.

Gotong royong, then, is a form of mutual aid that is present in multiple parts of Indonesia’s diverse archipelago. It is also a means for justifying the state’s extraction of labour towards its own developmental goals, and finally it is a key organising metaphor for framing the state as one that is founded on a sense of shared concerns and commitments to a national project.

Paying close attention to the use of a ubiquitous concept such as gotong royong is important in understanding how cultural concepts are manipulated and utilised for legitimating the state. This is especially interesting in instances where mutual aid projects are reappropriated by the state, as in these instances a horizontal logic based on reciprocal relationships is deployed by a hierarchical bureaucratic one.

My research explores how the state finds ways of inserting itself into existing reciprocal networks as a way of generating legitimacy. It does so by analysing how the state works to presents a coherent image of itself through its communications with the population. This requires tracing the use of gotong royong as both a practice and sentiment through a variety of sources; these include policy documents, speeches, and reading older ethnographies as historical materials to understand the longevity of gotong royong, both as a mutual aid project and a tool for framing the state under a shared sense of unity.



Photo by Amany Firdaus on Unsplash

New Zealand Asia Institute officially becomes a Business School Research Institute

In early 2020, the Institute was officially made a Business School research institute, recognizing its status as being hosted and supported by the Business School since 2009. Along with a restructuring in 2020, this change in formal status was made as a result of the external review undertaken in 2019, which renewed its mission and focus. The Institute's Charter, finalised in February 2020, sets out its mission and objectives:

The mission of the NZAI is to:

1. Undertake, support and disseminate research that addresses the needs of New Zealanders for improved understanding of contemporary Asia.
2. Provide visibility and leadership for the development of research expertise on Asia within the University.
3. Contribute to building the capabilities of New Zealand business and government to develop productive relationships in Asia.
4. Contribute to developing Asia-relevant awareness, skills and knowledge among students.

In support of its mission, the NZAI is tasked with pursuing the following objectives:

1. To produce high quality research outputs that contribute to knowledge of the economies, business systems and societies of Asia.
2. To undertake and support research relevant to New Zealand stakeholders in business and government who aim to build successful relationships in Asia.
3. To disseminate and socialize research findings in the form of policy advice and case study analyses to stakeholders within and beyond the University, with the aim of promoting research impact through engagement with stakeholders.
4. To carry out outreach activities using a variety of media channels, events and other forms of public engagement in order to increase awareness, interest in and understanding of Asia and New Zealand's relationships with Asia.
5. To support the development of Asia expertise within the University through facilitating research opportunities, building collaborative relationships and nurturing communities of Asia-focused researchers.
6. To support the acquisition of Asia-ready competencies within and outside the University through the development of educational materials, provision of curriculum support and delivery of workshops and short courses.
7. To maintain relationships and coordinate activities with key actors within the University and with other New Zealand organizations with aligned missions.



Korea Studies Centre

Yuri Seo

Although there were disruptions to various planned Korea Studies Centre activities for 2020 due to the coronavirus pandemic, there are several things that are worth celebrating. The Centre maintained an active research programme. Some notable findings from 2020 include insights into the globalization of Korean celebrities (by Dr Yuri Seo and Dr Felix Septianto) and perceptions of organic foods in Korea (by Dr Ilaisaane Fifita and Dr Yuri Seo) that were published in major business academic journals.

Furthermore, we adjusted to the new normal of having Zoom, Skype, and other technologies to be part of our routine activities, and hosted several seminars and events in either 'blended' or purely virtual format. Of particular significance is our first blended online-offline conference on digital consumer behaviour and advertising in Asia that was jointly organized with Korean Marketing Association (KMA) and took place on October 31st. During this event, research associates from the Korea Study Centre hosted a physical event at the University of Auckland Business

School that involved 12 participants from the University of Auckland and AUT, including Masters and Doctoral students. These participants were virtually connected via Zoom and other technologies to their counterpart presenters and the audience in various Korean universities, including Korea University, UNIST, Yonsei University, and Dongguk University, as well as from Villanova University and Bryant University in the US. In total, there were over 100 participants participating from 20+ universities. A special issue associated with this conference will be published in International Journal of Advertising, guest co-edited by Yuri Seo (NZAI, University of Auckland) and Jongho Lee (KMA, Korea University).

In addition to these events, the Centre continued to be active in supporting the expansion of knowledge about Korea with the University of Auckland through seminars, lectures, and by networking among staff and students with Korea-related interests, and by assisting the University of Auckland staff with enhancement of their Korean Studies activities.

Japan Studies Centre

Mark Mullins

Due to the Covid-19 pandemic and lockdowns for much of the academic year, many of the usual activities of the Centre were necessarily curtailed. Several events and activities, however, deserve brief mention.

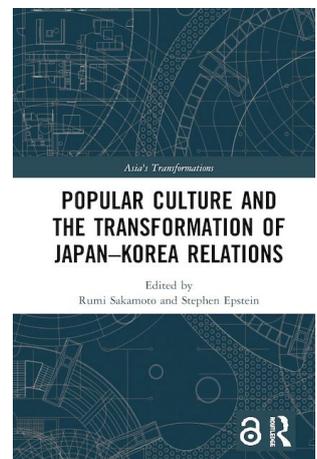
On 5 February, the Consul General of Japan in Auckland, Mr Minoru Kikuchi, hosted a Conferment Ceremony and Reception for Professor Mark Mullins, who had been awarded the Order of the Rising Sun, Gold Rays with Neck Ribbon by the Japanese Government. This was in recognition of his contribution to the sociology of religion in Japan, the promotion of Japanese studies research in New Zealand, and the development of academic exchanges and mutual understanding between Japan and New Zealand. This Imperial Award for Foreign Nationals had been announced on 3 November 2019, while he was overseas on research leave at Leipzig University, Germany, and the conferment ceremony postponed until his return to Auckland.

The conferment of the award was followed by congratulatory remarks by Consul General Kikuchi and words of appreciation by Professor Mullins, who gratefully acknowledged the support received from the Consul General of Japan, the Japan Foundation, and NZAI and Japanese studies staff at the University of Auckland. He also recognised the many opportunities for study and research provided by the Japan over several decades, and the generous collaboration of many scholars and partner institutions there. Professor Bernadette Luciano, Head of the School of Cultures, Languages and Linguistics, gave a congratulatory address and a toast was offered by Professor Natasha Hamilton-Hart, Director of the New Zealand Institute. The reception was attended by family and friends from the wider Auckland and Japanese community, as well as NZAI staff and colleagues from the School of Humanities and School of Cultures, Languages and Linguistics.

From March 9-20, just before the first lockdown, the Japan Studies Centre co-hosted with the English Academy the 5th two-week programme in Academic English and Exchange for the group of MA and PhD students from the University of Tokyo. While the Centre was able to host "Welcome Tea," the joint seminar usually held with University of Auckland postgraduate students during the second week of the programme was unfortunately cancelled as many on campus events were impacted by the start of the covid-19 lockdown.

The publication of *Popular Culture and the Transformation of Japan-Korea Relations* by Routledge in July was one highlight in an otherwise challenging year. This volume emerged from an international conference on "Popular Culture, War Memory, and Reconciliation between South Korea and Japan," which was hosted by the Japan Studies Centre and Korea Studies Centre in August 2017. The conference papers were revised and edited by Rumi Sakamoto Senior Lecturer in Japanese Studies and Research Associate of the Centre, and Stephen Epstein, Associate Professor of Asian Studies at Victoria University of Wellington. This book presents essays exploring the ways in which popular culture reflects and engenders ongoing changes in Japan-Korea relations. Through a broad temporal coverage from the colonial period to the contemporary, the book's chapters analyze the often-contradictory roles that popular culture has played in either promoting or impeding nationalisms, regional conflict and reconciliations between Japan and Korea. Its contributors link several key areas of interest in East Asian Studies, including conflicts over historical memories and cultural production, grassroots challenges to state ideology, and the consequences of digital technology in Japan and South Korea. The Centre is grateful to the editors for their dedicated work in bringing this project to a fruitful conclusion and to each of the scholars who participated in the initial conference and revised their chapters for inclusion in this study.

The book launch event scheduled to celebrate this publication was necessarily postponed until 2021.



Mark Mullins receiving the award from the Consul General of Japan in Auckland, Mr Minoru Kikuchi

China Study Centre

Antje Fiedler

The China Studies Centre was active in 2020 responding to the changes and disruptions caused by Covid-19. We offered various seminars, workshops and networking opportunity for staff and students interested in China, both in person and online.

Online sessions provided an opportunity to connect with colleagues, both based in New Zealand and abroad, from our living rooms during the Covid-lockdown in New Zealand. For example, Professor Yueting Xu shared in a very engaging session her personal experiences of teaching and researching during covid-19 in China. The session had some valuable learnings and reflections about the impact of covid-19 in China. Dr Bridgette Sullivan-Taylor reflected on her experience of doing research in China as a non-Chinese researcher before the pandemic, followed by a discussion on what has changed after the pandemic. Another very popular online workshop during the Covid pandemic was a statistic workshop series offered by Dr Ben Fath over a period of 3 weeks, where students from different parts of the world joined, including China, the United States and Australia to learn about regression, latent variable model, matching and instrumental variables. While the Covid-pandemic certainly was challenging, it also created opportunities for the affiliates of the China Studies Centre to connect with colleagues and friends, make new connection and share interesting insights and valuable knowledge.

In the second half of the year, after the lockdown eased, the China Studies Centre held some face-to face events, including a very practical and engaging Python workshop series for PhD students which was facilitated Hossein Chegini.



Here, students had an opportunity to share their different research projects, while learning a highly valuable skill.

One of the highlights for the China Studies Centre academic affiliates was the roundtable discussion organised by Dr Xin Chen (as described in detail below) where we had an opportunity to learn about various topics that are shaping the Chinese economy and their international relations, such as the China's Belt and Road Initiative, the US-China trade competition and the Regional Comprehensive Economic Partnership. There was an opportunity for networking after the session.

We would like to thank everyone who contributed and participated at our events during 2020!

US-China trade war, global economic uncertainty and East Asian regional integration

Xin Chen

In November, the China Study Centre hosted a roundtable discussion on the course and prospects of economic integration in East Asia. Leading the discussion were Professor Gerald Chan from the School of Social Sciences, Associate Professor Rob Scollay and Dr Haiping Zhang from the Economics Department, Dr Benjamin Liu from the Commercial Law Department, and Dr Xin Chen from the New Zealand Asia Institute. The discussion covered several topics, with a focus on the recently-concluded trade agreement known as RCEP, China's Belt and Road Initiative in East Asia, the digital RMB, China's social credit system, and Chinese public responses to US-China trade and tech war, as well as the US presidential election in 2020.

Whether or whatever deals may be eventually reached on the US-China trade and tech war, the commercial and geostrategic competition between the two countries is likely to intensify. The mounting trade tensions between the world's two largest economies may result in the emergence of alternative outsourcing or offshoring destinations, hence new growth opportunities for some countries. Yet in the context of today's extended and complex global supply chains, a disruption to the US-China economic interdependence may affect some other economies along the way. Furthermore, given that the escalating "decoupling" pressures are reshaping global economic relationships, many countries may be forced to confront a stark and high-stakes choice between the two superpowers.

East Asian economic development has been historically enabled and propelled by global flows of goods, capital, people, and technology. The export-led growth strategy remains valid in most economies of the region. Yet East Asia is no longer simply "Factory Asia", the region making the parts and components destined to be converted into finished merchandise for the West. The region's dependence on Western markets has been rapidly overtaken by final demand from within the region. Commonly-acknowledged reasons for this shift include slow post-2008 economic recovery across the Western world, enormous expansion in Chinese demand, and significant region-wide growth of middle-class consumers. It is likely that this trend towards East Asian economic interdependence will continue to accelerate in the wake of the Covid-19 pandemic.

To maintain market resilience and deepen regional integration amid heightened US-China tensions and increased fragmentation of the global economy, recent studies have argued East Asia should cultivate regionally focused institutions and platforms for cooperation. Institutional arrangements and collaborative initiatives may provide effective solutions to balancing China's outsized influence and easing concerns about Beijing's political clout in the region. A promising and widely favoured regional platform in this regard is the Regional Comprehensive Economic Partnership (RCEP), an evolving trade agreement involving the ten ASEAN member states together with Australia, China, Japan, New Zealand and South Korea. As modeled in a Peterson Institute for International Economics study, RCEP is set to reinforce market-driven economic integration in East Asia and build the region into a mega trading bloc, as first envisioned by former Malaysian Prime Minister Mahathir who proposed greater East Asian cooperation three decades ago.

To be sure, East Asia's trade and financial links with the West, particularly the United States, are still important. Western direct investment and technology also remain significant for most economies. Yet growing intra-regional trade and economic interactions seem to cushion East Asia from the on-going tariff tensions and pandemic shocks.

Southeast Asia Study Centre

Jesse Hession Grayman

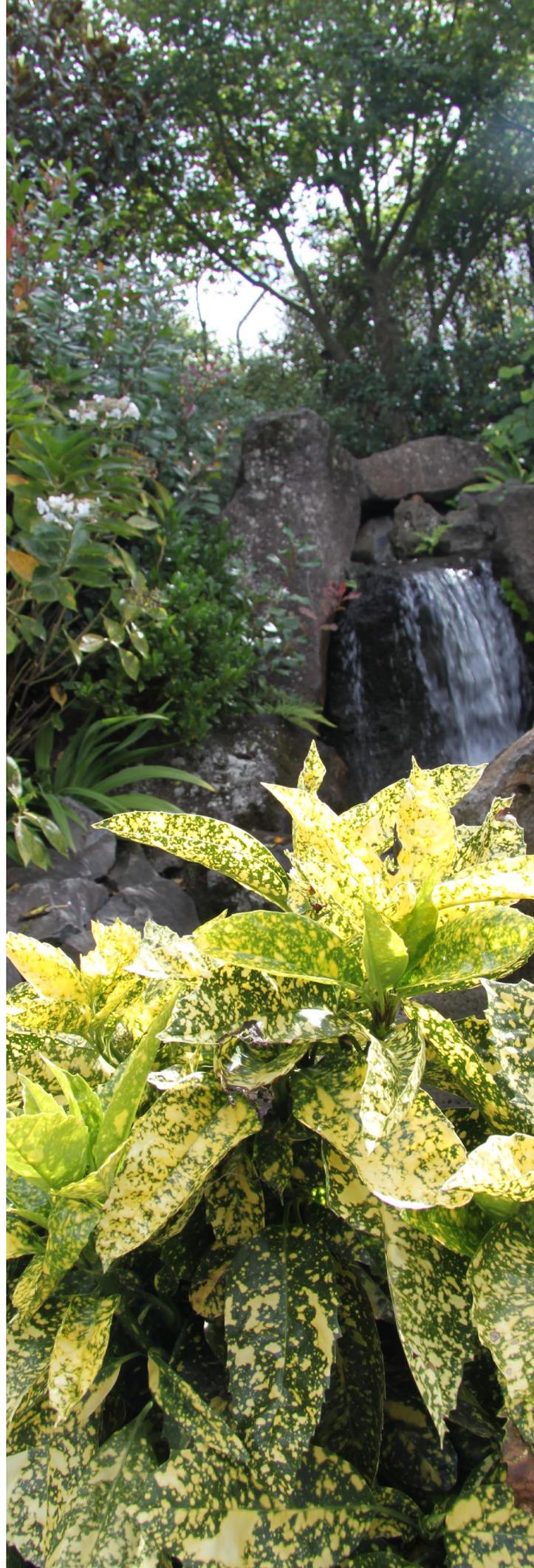
In 2020, the Southeast Asian Studies Centre (SEASC) worked with the Nicholas Tarling Charitable Trust, which has generously established the new Nicholas Tarling Southeast Asian Studies Master's Award to support graduate study on Southeast Asia."

The first recipient of this award, Mr Joe Clifford (see contribution in this newsletter), was named in early 2021. Joe's research examines how Indonesian gotong royong (mutual aid) is understood as a developmental practice and ideal that is appropriated by the Indonesian state, with a particular focus on how the current administration under President Joko Widodo mobilized gotong royong as part of its Covid-19 response. The Tarling Trust also continued to support the NZAI-SEASC short courses in Bahasa Indonesia, a four-part series, with each sequential course offered quarterly throughout 2020.

In between lockdowns, the SEASC welcomed one of its newest members, Dr Jamie Gillen, the new director of the Global Studies Programme, by hosting a seminar in which Jamie presented his current research in Vietnam titled "Retaining the old countryside, embracing the new countryside: Vietnam's New Rural Development Program."

At the Aotearoa New Zealand Development Studies Network conference, the SEASC Director organized a panel in which nearly all presentations featured contemporary research in Southeast Asia, including two University of Auckland students: Arisarawan Tanasinsiri who presented her PhD research on Thailand's bilateral cooperation with New Zealand in the dairy sector; and Yuko Nagamine who presented her MA research on the Burmese diaspora's transnational development practices and engagements with Japanese civil society.

The Director, Dr Jesse Hession Grayman, presented his research on the reconstitution of civil society in post-tsunami and post-conflict Aceh, Indonesia. Finally, at the end of 2020 Jesse hosted a potluck dinner for students and staff with study and research interests in Indonesia, which will become a semesterly tradition with SEASC support.



Appendices

Seminars and events

- Asia Savvy Networking Event 'Launching Neuron e-scooters in Auckland', Zhiying Chua's story by Zhiying Chua, Neuron Scooters, Singapore, 13 May.
- 'Hong Kong: Towards an uncertain future?' Seminar co-hosted with NZ Institute of Internal Affairs, 10 August.

China Studies Centre

- Workshop: Tables into stories – Statistics for non-statisticians (3 x 4 hourly online sessions), by Ben Fath, April to May.
- Workshop on using Python for research for PhD students, by Hossein Chegini, 24 July, 31 July, 6 August.
- Researcher roundtable on recent developments in China (University Teaching & Research in PRC) with Professor Yueting Xu, 14 May.
- Doing research in China as non-Chinese researcher by Bridgette Sullivan Taylor, 21 May.
- NZAI China Studies Centre roundtable discussion on US-China trade war and East Asia with Rob Scollay; Gerald Chan on China's BRI; Haiping Zhang on Alipay and digital yuan; Benjamin Liu on China's social credit system; Chen Xin on Chinese public reactions towards the trade/tech war and the US presidential election, 19 November.

Japan Studies Centre

- 'The rule of law at sea and the future of Island States', Dr Makato Seta, Yokohama City University, Japan, 4 March.
- Co-hosted the Academic English programme with English language Academy for the University of Tokyo postgraduate students (welcome tea), 11 March.
- Joint postgraduate seminar cancelled due to COVID impending lockdown, 19 March.

Korea Studies Centre

- 'Regional globalisation and the construal effects of identity goal attainment: When do Asian consumers prefer K-pop celebrities?', Dr Yuri Seo and Dr Felix Septianto (University of Auckland) and Angela Cruz (Monash University), 13 May.
- 'Fashion and consumption culture', Dr Yuri Seo, held at Yonsei Marketing Laboratory, Seoul, 9 September.
- 'How do you make Asian brands luxurious?: The role of cultural congruence in art infusion', Dr Yuri Seo with Felix Septianto and Eunju Ko (Yongsei University), 28 October.

Southeast Asian Studies Centre

- Indonesian language courses (Levels 1-4), February to December.
- Jesse Grayman co-organized a panel at the DevNet conference at Massey University, 'Interrogating Partnership in the Changing Governance of Development between the Global North and South.' Four of the six panelists delivered presentations with focus on Southeast Asia, December.
- 'Retaining the old countryside, embracing the new countryside: Vietnam's new rural development', co-hosted with Development Studies and Global Studies, University of Auckland, 6 August.
- Social mapping research commenced, for assessing the needs and interests of Southeast Asia-related scholarships and student activities in the University of Auckland.
- Worked with the Scholarships Office and Arts Development team to secure a philanthropic award from the Nicholas Tarling Charitable Trust that will support postgraduate research on Southeast Asia (to be awarded annually, commencing 2021).

Conferences and symposiums

- 2020 Asia Savvy Symposium 'Building cross-cultural competence', 19 September. Panel: Showcasing success stories:
 - Ms Ziena Jalil, Independent Consultant
 - Ms Olivia Shen, Triumph & Disaster Ltd
 - Jerry Clode, The Solution
 - BoBae Wilson, Asia New Zealand Foundation
- Workshop: Cross-cultural intelligence, Dr Antje Fiedler, University of Auckland Business School

Publications

Research Snapshots (e-series):

- No. 24. "Competition, innovation and new company growth: Evidence from New Zealand"
- No. 25. "How Chinese firms internationalize through "institutional work"
- No. 26. "Friend Recommendations and Social Media Advertising: Koreans are different from Americans"
- No. 27. "How (and when) emotions towards countries and their products shape consumer responses to advertising: A Malaysian study"
- No. 28. "Defying economic logic? Why smallholder rice farming remains adaptive in Vietnam"
- No. 29. "The New Zealand–China Free Trade Agreement: government narrative versus business realities"
- No. 30. "Modern slavery in the global value chains of multinational corporations"
- No. 31. "Buddhist temple communities reduce disaster risk for Auckland's Thai and Cambodian immigrants"
- No. 32. "Political patronage distorts disaster response in Solomon Islands"
- No. 33. "The globalisation of K-Pop and K-Beauty: paradoxical pressures on young Korean women"
- No. 34. "Governing B2B alliances in Taiwan: Management practices that nurture effective relationships"

Asia Echo: January, February, March, April, May, June, August, September, October and December issues (e-series)

2020 Asia Savvy Conference e-Book: Building cross-cultural competencies

NZAI 2019 Annual Report (e-publication)

Staff publications

- Johnston, C.S. and Chen, X. (Eds., 2020). Opportunities and Challenges for the Greater Mekong Subregion: Building a Shared Vision of "Our" River. Routledge (184 pages).
- Chen, X. China and the Mekong: Domestic Hydro Politics. In C.S. Johnston and X. Chen (Eds., 2020). Opportunities and Challenges for the Greater Mekong Subregion: Building a Shared Vision of "Our" River. Routledge, pp. 142-175.
- Chen, X. and Johnston, C.S. Introduction: Economic Growth and Community Construction at the Greater Mekong Subregion. In C.S. Johnston and X. Chen (Eds., 2020) Opportunities and Challenges for the Greater Mekong Subregion: Building a Shared Vision of "Our" River. Routledge, pp.1-10.
- Ngin, C., Neef, A., Grayman, J.H., (2021). The Role of Migrant Communities in Building Climate Resilience in Urban Environments. In R. C. Brears (Ed.), The Palgrave Handbook of Climate Resilient Societies pp. 1-20. Cham: Springer International Publishing, DOI: 10.1007/978-3-030-32811-5_21-1.
- Fath, B., Fiedler, A., Sinkovics, N., Sinkovics, R. R., & Sullivan-Taylor, B. (2021). International relationships and resilience of New Zealand SME exporters during COVID-19. *critical perspectives on international business*.
- Fiedler, A., Casey, C., & Fath, B. (2020). Transnational employee voice and knowledge exchange in the multinational corporation: The European Company (SE) experience. *Human Relations*, DOI: 0018726720905351.
- Fiedler, A., Fath, B., & Whittaker, D. H. (2020). The Dominant Narrative of the New Zealand–China Free Trade Agreement: Peripheral Evidence, Presumptive Tilt and Business Realities. *New Political Economy*, pp. 1-16.
- Whittaker, D. H., Fath, B., & Fiedler, A. (2020). Open to competition? Competitive density and the growth of young New Zealand ventures. *Australian Journal of Management*, 45(2), pp. 343-358.
- Fiedler, A., Fath, B., Sinkovics, N., & Sinkovics, R. R. (2021). Exporting from a Remote, Open Economy During Covid-19: Challenges and Opportunities for SMEs. *The University of Auckland Business School Research Paper Forthcoming*.
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Conference presentations, talks and seminars by NZAI staff

Xin Chen

- 'Chinese public reactions towards the trade/tech war and the US presidential election', Chen Xin, participant, NZAI China Studies Centre roundtable on US-China trade war and East Asia, 19 November.

Natasha Hamilton-Hart

- Pacific Community Initiative, First Regional Working Group Meeting, Hamilton-Hart, N., participant, Singapore, 9 to 11 January.
- 'Process tracing.' N. Hamilton-Hart, Management and International Business PhD workshop, University of Auckland 18 February.
- 'Research on institutions and institutional change: intra and inter-disciplinary divides.' N. Hamilton-Hart, Management and International Business Departmental Seminar Series, University of Auckland, 2 April.
- 'What's so special about Asian security? Dealing with economics and institutions', N. Hamilton-Hart, Women in Asia-Pacific Security Research Seminar Series, ANU College of Asia and the Pacific, 2 November.
- 'Are the Belt and Road Initiative (BRI) and the Free and Open Indo Pacific (FOIP) Compatible? - Balancing the Competition and Cooperation with China', discussant, N. Hamilton-Hart, New Zealand Institute of International Affairs public seminar, Wellington, 25 November.

Yuri Seo

- 'Fashion and consumption culture', Yuri Seo, Yonsei Marketing Laboratory, Seoul, 9 September.
- 'How do you make Asian brands luxurious?: The role of cultural congruence in art infusion', Yuri Seo with Felix Septianto and Eunju Ko (Yonsei University), 28 October.

Christina Stringer

- 'Modern slavery in the fishing industry: a matter of GVC governance', C. Stringer, Burmester, B. & Michailova, S., AIB Conference, 1 to 7 July.
- Walk Free Foundation Webinar: Addressing Modern Slavery in New Zealand Supply Chains, panelist, 29 September.
- USAID Asia /Winrock Counter Trafficking in Persons Evidence Summit: Perspectives on Seafood Slavery, panelist 10 November.
- Mindful Money Webinar: Combating Modern Slavery through Investor Action, panelist, 11 November.

Media

Natasha Hamilton-Hart

- N. Hamilton-Hart 'Race relations: Some lessons from Singapore', Asia Media Centre, 17 March.
- N. Hamilton-Hart 'Covid 19 coronavirus: How Kiwis' lives will change during pandemic', interviewed by Cherie Howie, NZ Herald, 12 April.
- N. Hamilton-Hart 'NZ's toolkit for the Covid-19 response limited by our institutions', Stuff, 12 May.
- N. Hamilton-Hart 'Indonesia & New Zealand: Foreign Relations under Covid', Asia Media Centre, 13 October.
- N. Hamilton-Hart and C. Caughey. 'Vietnam's showcase Covid response', Newsroom, 20 November.

Antje Fiedler

- Fiedler. 'How NZ businesses will weather coronavirus', Newsroom, 24 February.
- 'Business School keeps taking care of businesses', University News, 2 June (interview with A. Fiedler).

Christina Stringer

- Stringer, C. 'What slavery case exposed about exploitation in NZ', Newsroom, 10 August.
- Stringer, C. 'How can "dark ships" and "ghost ships" be tracked and apprehended?', The Big Q, 16 September.
- Palmer, W., Stringer, C., & Yea, S. 'After 15 years, migrant fishers still waiting for the government to regulate recruitment.' The Jakarta Post, 1 December.

Awards

Mark Mullins

- Awarded the Order of the Rising Sun, Gold Rays with Neck Ribbon, by the Japanese Government for contributions to the development of the sociology of religion in Japan, the promotion of Japanese studies research in New Zealand, and promotion of academic exchanges and mutual understanding between Japan and New Zealand. Award conferred on 5 February 2020 at the Consul General's residence, Auckland.

Yuri Seo

- Included in the World's Top 100,000 Scientists
- Based on standardized citation metrics impact during the single calendar year, Yuri was included in the list of the world's top 100,000 scientists across all scientists and scientific disciplines by Ioannidis et al. (2020) in their major study on the world's top 2% of scientists (<https://doi.org/10.1371/journal.pbio.3000918>).

Christina Stringer

- Winner (2nd place) University of Auckland Business School Research Impact Competition.
- Appointments:
 - 2020-current: Human Rights Commission Advisory Group on Migrant Exploitation.
 - 2020-current: Migrant Exploitation Relief Fund Trust.
 - External grant - Law Foundation and Borrin Foundation. Is it time for a New Zealand Modern Slavery Act?

Thank you

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- Asia NZ Foundation
- Confucius Institute
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- Nicholas Tarling Charitable Trust
- UBIQ
- University of Auckland English Language Academy



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