



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

NEW ZEALAND ASIA
INSTITUTE



New Zealand Asia Institute

Annual Report 2017

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 university-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 2017

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

Director's report

The New Zealand Asia Institute had an eventful year in 2017. We celebrated several achievements and also mourned the loss of a longstanding colleague.

At the start of the year we welcomed Yuri Seo as Director of the Korea Studies Centre. Yuri is Senior Lecturer in Marketing at the University of Auckland Business School. He combines a keen interest in Korean popular culture and branding with disciplinary research in consumer behaviour. We enjoyed having researcher Heesun Kim as a colleague for three months, while she undertook research on Korean organisational culture as well as other research for the Korea Studies Centre.

In May we were greatly saddened by the sudden death of Nicholas Tarling. As described in the obituary reproduced in this report, Professor Tarling was a truly eminent historian of Southeast Asia and an inspirational scholar, gentleman and lover of the arts. Without Nicholas Tarling, there would be no New Zealand Asia Institute and the world would be the poorer without his many, enduring contributions.

Our annual flagship student Asia Savvy conference was held in September, with the inspiring theme of "Asia Sustainably", which attracted participation from students across the campus and saw the conference committee commit to holding our

first sustainable conference. As described in the report below, we had the extraordinary pleasure of planting a rare rātā tree, which we hope will thrive and grow in the small area of forest beside the Business School.

Outstanding work by staff and management committee members was recognized by the Business School during its annual Excellence Awards 2017, where Antje Fiedler, Glenn Simmons, Christina Stringer and Dinah Towle each received awards. Separately, Yuri Seo was recognized with the ANZMAC Emerging Researcher of the Year award.

NZAI staff and committee members' research on topics ranging from Asian investment in New Zealand to the state of New Zealand's fisheries and the experiences of migrant workers was featured in the media. NZAI organised two scholarly conferences involving academics from New Zealand, Asia and further afield. This report describes some of the themes discussed at one of them, on popular culture and war memory in Japan and Korea. Last but not least on the research front, we were glad to have our NZAI PhD students, who are supported by MSA Charitable Trust Scholarships: Joanne Wright achieved her first official milestone by being confirmed in the PhD programme and new PhD student, Nicholas Borroz, joined us in August.



In the rest of this report we showcase some of the events and new initiatives undertaken over the year. In many of these activities, we were greatly assisted by the supporters acknowledged below, to whom I would like to express my appreciation.

Professor Natasha Hamilton-Hart

Director

New Zealand Asia Institute



Events and activities: Highlights for 2017

Research informed workshop for owner/managers of New Zealand businesses wanting to grow in Asia

Benjamin Fath and Antje Fiedler

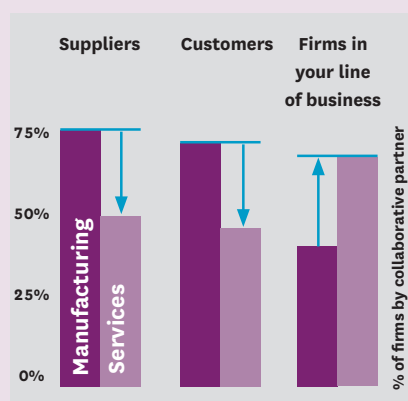
In collaboration with the Asia New Zealand Foundation and Export New Zealand, Dr Antje Fiedler and Dr Benjamin Fath delivered a series of workshops for owner-managers of New Zealand businesses wanting to grow in Asia. These workshops focused on developing successful partnerships in unfamiliar environments and successfully managing these partnerships. The workshops were co-delivered with industry experts, including Paul O'Brien (Douglas Pharmaceuticals), and Mark Ventress (EasiYo) to blend academic knowledge and practical experience. Specifically, these workshops used tools and frameworks that were directly

informed by our empirical research on over 100 NZ businesses who have engaged with Asia. Participants were encouraged to share their own experience with the group, allowing for rich discussions on potential risks when engaging in partnerships in unfamiliar markets, and how to mitigate them. Workshops were offered in Auckland, Hamilton, Tauranga, Palmerston North, New Plymouth and Napier. In total, over 150 managers attended these workshops. Such workshops are a prime example of how a range of New Zealand institutions can jointly support businesses in reaching Asian markets. The New Zealand Asia Foundation collected extensive

feedback for the sessions as they evaluated the effectiveness of the activities they support. One exporter said: "The workshop was practical and topical and it is good to see organisations assisting exporters, and the coordinated and coherent way this challenging area is being addressed. It bodes well for the future of New Zealand exports."

An example of data from the Growing New Zealand Business research project.

Exhibit 4: Main collaboration partners by sector



International collaboration and fast turnover growth often go hand in hand.

Collaboration

In recent years, increased business focus, complemented by a willingness to collaborate, especially in innovation, has become a conspicuous business trend. The survey asked about formal and informal collaboration or partnership arrangements, who these partners were, and where they were located.

Almost half (44%) of businesses reported some form of collaboration or partnership. Of those which collaborated, the most common partners were firms in the same line of business (66%), customers (60%), and suppliers (58%). Higher education/research institutes and private research institutes/consultants trailed at 30% and 28% respectively.

There were some notable differences in the collaboration patterns between manufacturing and service firms. Manufacturing businesses collaborated with more types of partners compared to service businesses. Moreover, while manufacturing businesses mainly collaborated with suppliers and customers, most service business collaborated with businesses in their line of businesses (see Exhibit 4).

Firms also collaborated to stay internationally connected. About half of the collaborating businesses had overseas collaborators. Most had only one overseas collaborator. Collaboration was mostly with overseas suppliers (55% of the businesses with overseas collaboration) or firms in their line of business (44%). Businesses pursuing international collaboration were more likely to achieve fast turnover growth.

We also asked CEOs for their reasons for collaboration. The most important reasons were: expanding the range of expertise or products offered to customers (84% of collaborating businesses), assisting in the development of specialist services/products required by customers (75%), enhancing the firm's reputation (68%), and assistance to keep current customers (64%). Interestingly, high tech businesses were more likely to collaborate for market access and product development, but less likely to collaborate on gaining access to new technology or information. This was perhaps a reflection of the contribution of their technological capabilities to their competitive advantage.

Adding value to fisheries

Glen Simmons

In a changing world, sustainability of fisheries – wild capture and aquaculture – is of profound importance across the entire socio-economic and environmental landscape. NZAI's 'Value Adding to Fisheries' research continues to develop an evidence-based knowledge core in order to generate new insights and enhance understanding of how more socio-economic value might be captured from fisheries, while allowing genuine sustainability where ecosystems remain resilient and ecology is preserved. Central to the programme is understanding how more value can be captured from overseas (and especially Asian) markets, enabled by innovation throughout seafood global value chains. This will assist businesses to enhance performance and marine conservation on an ongoing basis. This can be done, first, by shifting from exporting bulk, unprocessed or semi-processed commodities to a high end market-driven trajectory. Second, they may also capture more value by promoting ongoing innovation in process, products, branding and markets. This approach will deliver the high quality products on a reliable basis that high-end markets require. Ultimately, the research will provide insight into how the industry can break from traditional commoditised business models, by offering concrete measures for creating sustainable business opportunities.

During the past year, in collaboration with marine scientists, business model and policy specialists, NZAI research fellow Glenn Simmons published a range of articles and delivered several presentations. This included a series of presentations to the Ministry of Foreign Affairs and Trade-sponsored workshop in Jakarta, on 'Combating Illegal, Unreported and Unregulated (IUU) Fishing'. The research also informed the 'Questions of Fisheries' presentation to the Hauraki Gulf Marine Park Seminar: 'Taking Flight'. We also engaged in a number of high-level conversations with policymakers – domestically and internationally – on the future direction of fisheries policy and alternative governance models. Complementing this were a range of conversations with Māori, NGOs, the science community, and the commercial sector on governance of fisheries and positioning sustainability into the core of New Zealand fisheries management.

2017 Asia Sustainably Conference

Dinah Towle

This year's Asia Savvy conference was all about sustainability – with insights from an international expert, Professor John Mathews, who spoke on the global green shift, and from a lawyer/eco-warrior who started her own green café. The committee went to great efforts to 'walk the talk', making the conference itself sustainable in a number of ways: from providing pre-loved conference cups and vegetarian food to our symbolic planting of an endangered native NZ tree in the Auckland Business School grounds.

The intention of the conference was to open discussion on the role of countries, business and communities in protecting our environment for a sustainable future. The conference also aimed to encourage students to be decisive about the importance of green thinking and sustainable policies.

We discussed the importance of raising awareness of the impact of many countries in Asia and New Zealand on the world environment. Additionally, for any ambitious graduate with aspirations to enter the global market, Asia is a vital consideration.

Students were encouraged to think about how they can be part of a positive story, taking responsibility for protecting our world through leading by example.

During the workshops students shared their own everyday positive sustainable practices. Additionally, they identified the four most critical categories for a sustainable future of 'their village':

- Public and non-polluting transportation
- Renewable energy and energy efficiency
- Recycling and waste reduction
- Sourcing locally grown food

This year's winner of the 'best essay' competition was awarded an electric bike, kindly sponsored by Velocity Electric Bikes.

As a symbol of our shared commitment to help preserve the environment and biodiversity, we planted a tree next to the Business School. The tree was a Cape Reinga white rātā (*Metrosideros bartlettii*). There are only 25 of these adult trees known to exist in the wild.

Students found the conference 'eye-opening' and 'inspiring', benefiting from the diverse range of speakers who encouraged them to consider how vital sustainability is to their futures.

Left to right: James Neumegen, Stephanie Xie, Dinah Towle, Audie Aurelia, Natasha Hamilton-Hart, Rosie Park



Conference on popular culture, war memory and reconciliation between South Korea and Japan

Rumi Sakamoto and Mark Mullins

This two-day conference examined Japan-Korea relations from the perspective of popular culture. While mutual consumption of K-pop and J-pop in recent years may signal potentially warmer and closer connections between young people in the two nations, conflict over colonial history and its effect on the present shows no sign of easing. Ongoing territorial disputes over Dokdo/Takeshima and disparate views surrounding Yasukuni Shrine and the “comfort women” indicate that reconciliation remains a serious challenge.

With this context in mind, we gathered researchers in Japanese and Korean Studies with various disciplinary backgrounds to consider the diverse ways in which popular culture reflects and engenders ongoing changes in Japan-Korea relations. With half of the participants Korea specialists and the other half Japan specialists, each of the presenters addressed a topic that traverses popular culture and Japan-Korea relations, asking to what extent popular culture may offer avenues for reconciliation. Questions included: how are historical memories of Japanese-Korean interactions reinscribed, consumed and contested via popular culture? How do the contemporary Japanese and South Korean states use and manipulate popular culture, and how does popular culture support or challenge state ideology and patriotism? What consequences do digital technology and the rise of the prosumer hold for Japan-South Korea relations?

The scope of the presentations spanned many decades, during which Japan-Korea relations changed significantly, from the colonial period through the division of North and South Korea, ROK-Japan normalisation, the rise of Japan and South Korea as global economic powers, the United States’ post-9/11 pivot to Asia, and the shift in the Asian regional order with China’s rise. In detailed case studies of Japanese documentary on Korea, Korean films on colonial period, Korean character in Japanese webcomic, K-Pop celebrities targeted by internet nationalism and so on, the presenters highlighted how popular culture has created spaces within which Japan-Korea relations are conceived, negotiated and transformed. They examined ways in which Japan-Korea relations are addressed in popular culture, ranging from the grossly simplistic to the nuanced and thoughtful. They variously examined shared images and understandings in Japan and South Korea about past and future relations, as well as the possibility of imagining them differently.

Overall, the conference revealed complex and often contradictory roles that popular culture has played in promoting or impeding nationalisms, regional conflict and reconciliation, in historical and contemporary contexts. The papers are currently being revised for publication under the co-editorship of Dr Rumi Sakamoto (Asian Studies, University of Auckland) and Stephen Epstein (Victoria University of Wellington). The conference was generously supported by the Academy of Korean Studies, the School of Cultures, Languages and Linguistics, Faculty of Arts, University of Auckland; and the New Zealand Asia Institute’s Japan Studies Centre and Korea Studies Centre.

Migrant worker exploitation in New Zealand

Christina Stringer

During the year I spent time presenting the findings of a two-year research project on ‘Worker exploitation in New Zealand: a troubling landscape’ (see www.workerexploitation.co.nz). The research was undertaken on behalf of the Human Trafficking Research Coalition comprising Stand Against Slavery, ECPAT, Hagar and the Préscha Initiative.

For this project, I interviewed 105 people, many of whom were temporary migrants from Asia. They came to New Zealand as students or workers employed in sectors increasingly dependent on migrant workers, including construction, dairy, horticulture, and hospitality. All were looking for opportunities for themselves and their families. However, many were exploited.

Exploitation ranged from employment rights abuses, including wage theft, to verbal and physical abuse. Many were systematically underpaid, with some receiving as little as \$4 to \$5 per hour. One temporary migrant regularly worked 90-hour weeks but was paid only for up to 45 hours. Others worked 12 to 14 hours a day, 7 days a week and were paid around \$500 a week. Many endured exploitative employment conditions because they felt they had no choice – their work visa was connected to their employer, and thus they felt unable to speak out about precarious working conditions for fear of being deported.

Further, some tolerated exploitative conditions because they hoped in time to qualify for permanent residency. They accepted deductions in wages as a condition of sponsorship leading to permanent residency, while others paid their employer between \$20,000 to \$60,000 in a money-go-round scheme in return for a job, on paper at least, that would qualify them for permanent residency.

The research report makes several recommendations to government as part of our national and international commitment to ending labour exploitation, human trafficking, and slavery. The contribution that migrant workers make to New Zealand’s economy must be valued and we need to do more to address their vulnerabilities.



Bringing back Bahasa Indonesia

Natasha Hamilton-Hart

For six weeks in September-October 2017, twenty Aucklanders took up the opportunity to learn the Indonesian language in an evening course jointly organised by the New Zealand Asia Institute and the Indonesia Centre of AUT University. Somewhat shockingly, no university here now offers Indonesian in its regular degree courses, so NZAI and the Indonesia Centre are keen to offer at least something for people who wish to develop their capacity in a language that is spoken widely in Southeast Asia.

Bahasa Indonesia is the term used by 260 million Indonesians for their national language. It is closely related to Malay, spoken in Malaysia, and variants of this language have long been in use as a trading language of island Southeast Asia. It is particularly well suited to this task, as it is relatively easy to pick up a working knowledge of basic Indonesian. There are no tones, no tenses and the language is (if you don't mind making mistakes) forgiving and adaptable. Getting to a point of being able to read literature or legal documents is not easy of course, but many students are glad to find that they can engage in everyday communication relatively quickly.

The NZAI-Indonesia Centre course was taught by two experienced Indonesian instructors, Carissa Paramita and Nisa Roiyasa, who introduced students to the culture and food of their home country, along with grammar and vocabulary. Having two instructors meant that students at different levels could be catered to, rather than the whole class needing to work at the same level. We discovered that approximately half those taking the course had 'some' Indonesian, picked up through travel, business or family contacts.

The feedback from both beginners and more intermediate speakers was enthusiastic, with several calls for a continuation course. Those who completed the full course were eligible for a rebate on the course fee from the new government-funded Southeast Asia Centre of Asia Pacific Excellence. NZAI gratefully acknowledges this support as something that helps further the goal of improving New Zealanders' interest, awareness and engagement with Asia.

Ayo, mari kita belajar!

Nicholas Borroz, PhD Student



Nicholas Borroz joined the University of Auckland Business School as a PhD candidate in International Business. His studies are supported by the MSA Charitable Trust through its NZAI PhD scholarship for research of relevance to New Zealand-Asia business relations. Nicholas previously worked in Washington DC as a business intelligence consultant, helping firms from around the world manage risk in developing markets. Nicholas observed that different clients, depending on their nationality (American or Chinese, for instance), faced different kinds of risks in emerging markets. He observed that this was because they received different levels of support from their home governments.

These observations were the impetus for Nicholas starting his doctoral studies. He is now studying how New Zealand's support structures for internationalising firms compare to the support structures of other countries. He is analysing these support structures in Thailand, where for two years he worked with Peace Corps, a United States government development agency.

Besides carrying out his studies, Nicholas works as a director for a tech-driven consultancy platform called GlobalWonks. He regularly publishes op-eds about international political economy, having written for major outlets like *The Washington Post*, *New York Times*, and *Foreign Affairs*.

In memoriam: Nicholas Tarling, 1931–2017

Paul Clark

One of the University of Auckland's most tireless servants and well-known figures passed away suddenly on Saturday 13 May 2017. Nicholas Tarling, Emeritus Professor of History, retired 20 years ago after more than three decades of enormous contributions as a long-standing Dean of Arts, Deputy and Acting Vice-Chancellor and key member of committees large and small.

In his retirement Nick remained active as a Senior Fellow of the New Zealand Asia Institute, based in the Business School. He gave an extraordinary half-century of vital service to the University.

Appointed to the History Department in 1965, after a brief stint in Queensland following his graduation from the University of Cambridge, Nick established and shaped the teaching of Asia-related subjects in the Faculty of Arts. At a time when New Zealand public and academic life was becoming more aware of our place in the world, Nick played a decisive role in fostering awareness of Asia.

In 1974 he was the driving force behind the creation of the New Zealand Asian Studies Society. As a teacher, Nick was a marvellous performer, capturing his listeners with dramatic gestures, ominous pauses and even the occasional shedding of items of clothing, all the while posing unexpected questions. His courses on Southeast Asian history, the origins of the First World War and lectures in world history were models of concision, insight and stimulation.

Several generations of students encountered Nick at enrolment in his capacity as Dean of Arts, presiding in an office legendary for its piles of papers and books on every available surface, including the floor.

Nick played a central role in the expansion of the University from around 5,500 students to the 35,000 on his retirement. In this he worked closely with the long-serving Vice-Chancellor, Sir Colin Maiden. He also helped shape the development of the whole university system in New Zealand, through service on national committees.

Outside of work, Nick was a major contributor to the arts in Auckland and the nation. He became a radio presenter of classical music, a founder of Mercury Theatre, trustee of numerous arts organisations, and a respected actor. He was a well-known regular at classical music performances in Auckland for decades.

The University's annual capping revues and outdoor Shakespeare performances were graced for many years by his skills as a thespian, honed regularly in our lecture halls. A fierce defender of university autonomy and role as critic and conscience of society, Nick was among a key group of academics who resisted government attempts to consolidate control over the universities in the late 1980s.

Somewhat reluctantly retiring in 1997, Nick turned fuller attention to his phenomenal scholarly productivity. His colleagues would joke about "a book a year" only to discover in some years that there were two coming off the presses. His careful studies of imperial policy in Southeast Asia at its height, in decline and during the Cold War drew on his amazing mastery of the British archival records (and what seems to have been chronic insomnia).



Already in the 1960s he was writing transnational history long before the term was invented. As editor of the two-volume Cambridge History of Southeast Asia, Nick brought together a network of colleagues and students, many of whom gathered in Auckland for a conference to mark his 75th birthday. In 2015 the University celebrated Nick's 50 years here with a display of (at least) 50 volumes written by him.

For his former students like myself, Nick remained a source of wise counsel and friendship. He died doing what he loved, swimming at Narrow Neck Beach, just metres from his home on a beautiful late autumn afternoon. The University is hugely in his debt, as we honour his memory.

A public commemoration of Professor Tarling's multifarious contributions to the University and the life of Auckland will be held later in the year.

Paul Clark is Professor of Chinese in the School of Cultures, Languages and Linguistics. This obituary is reproduced with permission from UniNews, 19 May 2017.

Appendices

Seminars and events

- “Partnership formation in China”, Ben Fath and Antje Fiedler (20 February)
- Asia Savvy networking event and presentation: “Know Asia for success” (9 March). “Why Asia competence matters to the bottom line in NZ and for offshore markets” by Mai Chen, Chen Palmer, Public and Employment Law Specialists, and Jerel Kwek, Addiction Foods
- “Why so few women in politics: Analysing the gender gap in politics and the economy in Japan” M. Miura, Sophia University, Japan (15 March)
- “Whither Japan in the Trump era? Prospects for Constitutional Revision and Civic Activism”, K. Nakano, Sophia University, Japan, jointly organised with Asian Studies and Politics (22 March)
- “Belt and Road Initiative and NZ-China Relations”, roundtable with visiting scholars from Institute of South & Southeast Asian & Oceanian Studies, China Institutes of Contemporary International Relations (26 April)
- “The rapid internationalisation of Chinese businesses”, Peter Williamson, University of Cambridge, jointly organised with the Business School (2 May)
- “Change is the only constant: Behavioural and energetic responses of Indonesia’s primates to ecological and anthropogenic pressures”, Wendy Erb, Fulbright Scholar to Indonesia, jointly organised with AUT (4 May)
- “Re-globalisation: When China Meets the World Again”, Dong Wang, Peking University, jointly organised with Asian Studies and Politics (5 May)
- “Strengthening Thai-New Zealand Business-Academic Partnership”, HE Mr Maris Sangiampongsa, Ambassador of Thailand to New Zealand (15 May)
- “Anchoring Malaysia’s Future, Building Resilience” Muhammad bin Ibrahim, Governor of the Bank Negara Malaysia (16 May)
- “Our challenges working and studying in Korea”, Hee Sun Kim and Yuri Seo, seminar for Asia Savvy network (8 June)
- “Information Disclosure Legislation”, roundtable with visitors from the Chinese State Council Legislative Affairs Office, jointly organised with Commercial Law (12 June)
- “Trade for Peace: American Vision and the New Silk Road (BRI)”, roundtable with Patrick Mendis, US State Department (4 August)
- “What should we make of Trump’s promotion of the ‘Indo-Pacific’ region?” Roundtable with Bonnie Glaser, Centre for Strategic and International Studies, Washington, DC (12 August)

- “Identifying dynamics in contemporary Korea”, Myuang-Kyu Park, Seoul National University (4 September)
- “In the market: An update on China’s political economy”, David Mahon, Mahon China Investment Management Ltd (4 September)
- “China-NZ economic relations and academic collaboration”, roundtable with scholars from the Institute of World Economics and Politics, Chinese Academy of Social Sciences, jointly organised with the APEC Studies Centre and the Mira Száshy Research Centre for Māori and Pacific Economic Development (8 September)
- “2017 NZ Election and NZ’s China Policy”, roundtable with Zhang Juncai, former Chinese Ambassador to Australia (17 October)
- “Religion in multicultural marketplaces: Southeast Asian consumers in New Zealand”, Angela Cruz, Monash University (1 November)
- “Buddhism in Korea”, Jongmyuan Kim, Academy of Korean Studies, Korea (21 November)
- “Rethinking East Asia in the New Global Economy” Henry Wai-chung Yeung, National University of Singapore (22 November)

Conferences

- Conference on “Popular Culture, War Memory, and Reconciliation between South Korea and Japan”, featuring 12 scholars from Japan, the UK, New Zealand, Australia, and the Philippines. (12-13 August)
- “2017 Asia Savvy Conference: Asia Sustainably”, featuring presentations by speakers from Australian and New Zealand businesses and universities. Keynote speech by John Mathews from Macquarie University on “Green planet: The role of China and India driving Changes in energy and resources systems”. Niki Harré from the University of Auckland’s Faculty of Science spoke on “Why individuals would like to engage in environmentally friendly behaviours”. Other panellists included Derek Yu and Hamish McCarroll from Ecostore, Chye Heng from Beca, Victor Li from Make a Difference, Kitty Lin from Green Time, and Sophie Hubson from Auckland Council/Generation Zero. (23 September)
- Workshop on “Institutions, governance and economic performance in East Asia”, jointly organised with the Comparative Asia Research Centre, National University of Singapore. Participants at the workshop discussed papers by 14 scholars from Singapore, Hong Kong, Australia, Korea and New Zealand. (30 November – 1 December)

NZAI visitors

- Professor Koichi Nakano, Sophia University, Japan (February-March 2017)
- Professor Mari Miura, Sophia University, Japan (February-March 2017)
- Associate Professor Tomoko Fukuda, Chiba University, Japan (July 2017-)
- Professor Henry Wai-chung Yeung, National University of Singapore (November 2017)
- Professor Hugh Whittaker, Oxford University (December 2017)

Publications

Working Paper Series (e-series):

- Working Paper No. 17-01
“Organizational Culture, Confucian values, and Change: Understanding the cultural shift within South Korean workforces”

By Heesun Kim and Natasha Hamilton-Hart

Research Snapshots (e-series):

- No. 1. “Strategies to boost innovation performance: A study of New Zealand SMEs”
- No. 2. “Doing business in challenging contexts: trust and partnerships”
- No. 3. “The ownership and control of corporate assets in Indonesia: persistent family ownership and political links”
- No. 4. “It can pay to customise your website to the culture you target: A comparison of Korean and US e-commerce consumers”
- No. 5. “Vainly trying to end a war: Britain and Vietnam”
- No. 6. “Neutrality has had many roles in the past. Can it be useful again?”
- No. 7. “Adding value in the fishing industry”
- No. 8. “Risks and rewards of international capital flows: A study of Malaysia”
- No. 9. “Disclosure of corporate information and political connections: a study of Chinese firms”
- No. 10. “Marketing and religion in Auckland’s multicultural marketplaces”

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

2017 Asia Savvy Conference – Asia Sustainably (e-book).

NZAI 2016 Annual Report (e-publication).

Staff publications

Chen, X. (2017). Sea Power and Maritime Disputes: China's Internal Discourses. In N. Tarling & X. Chen (eds.) *Maritime Security in East and Southeast Asia: Political Challenges in Asian Waters*. Basingstoke/NY: Palgrave Macmillan Press, 207-249.

Chen, X. & Tarling, N. (2017). Introduction. In N. Tarling & X. Chen (eds.) *Maritime Security in East and Southeast Asia: Political Challenges in Asian Waters*. Basingstoke/NY: Palgrave Macmillan Press, 1-5.

Tarling, N. & **Chen, X.** (Eds.) (2017) *Maritime Security in East and Southeast Asia: Political Challenges in Asian Waters*. Basingstoke/NY: Palgrave Macmillan Press.

Chen, X. and Tarling, N. (Eds.) (Submitted and accepted in 2017 for publication in 2018). *Intra-Regional Popular Cultural Flows: Towards an East Asian Identity?* New York: Peter Lang International Academic Publishers.

Chen, X. and Ding, F. (Submitted and accepted in 2017 for publication in 2018). From Foreign Folk Songs to the "Korean Wave": Chinese Cultural Exposures and Self-Reflections. In X. Chen and N. Tarling (eds.) (Submitted and accepted in 2017 for publication in 2018). *Intra-Regional Popular Cultural Flows: Towards an East Asian Identity?* New York: Peter Lang International Academic Publishers.

Chen, X. and Tarling, N. (Submitted and accepted in 2017 for publication in 2018). Introduction: Pop Culture Cross Currents and East Asian-ness. In X. Chen and N. Tarling (eds.) (Submitted and accepted in 2017 for publication in 2018). *Intra-Regional Popular Cultural Flows: Towards an East Asian Identity?* New York: Peter Lang International Academic Publishers.

Fath, B. P., Whittaker, D. H., & Fiedler, A. (2017). Finding a silver lining: Entrepreneurial opportunity refinement amidst emerging competition. Paper presented at ACERE Conference 2017, Melbourne, Australia. 7 February - 10 February 2017.

Fiedler, A., **Fath, B. P.,** & Whittaker, D. H. (2017). Overcoming the liability of outsidership in institutional voids: Trust, emerging goals, and learning about opportunities. *International Small Business Journal* 35 (3), 262-284.

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Fiedler, A., **Fath, B. P.,** & Whittaker, D. H. (2017). Overcoming the liability of outsidership in institutional voids: Trust, emerging goals, and learning about opportunities. *International Small Business Journal*, 35 (3), 262-284.

Hamilton-Hart, N. and Blair Palmer. (2017). Co-investment and Clientelism as Informal Institutions: Beyond 'Good Enough' Property Rights. *Studies in Comparative International Development* 54(2): 416-435.

Hamilton-Hart, N. (2017). Deal-makers and Spoilers: Trump and Regime Security in Southeast Asia. *Contemporary Southeast Asia* 39(1): 42-49.

Hamilton-Hart, N. (2017). Opting for Openness: Capital Mobility and Monetary Sterilisation in Malaysia. *Journal of Contemporary Asia* 47(2): 171-198.

Hamilton-Hart, N. (2017). The Legal Environment and Incentives for Change in Property Rights Institutions. *World Development* 92: 167-176.

Mullins, M. R. (2017). Becoming a Multicultural Church in the Context of Neo-Nationalism: The New Challenges Facing Catholics in Japan. In William Cavanaugh and Michael Budde (eds.) *"Scattered & Gathered": Catholics in Diaspora*. Portland: Wipf & Stock/Cascade Books, 112-130.

Mullins, M. R. (2017). Shinsaigo no Nihon ni okeru neo-nashonarizumu [Neonationalism in Post-disaster Japan], trans. Saitō Kōta. In Tsukada Hotaka (ed.) *Tettei Kenshō: Nihon no ukeika* [Japan's Rightward Shift Examined]. Tokyo: Chikuma Sensho, 128-147.

Mullins, M. R. (2017). Religious Minorities and the Public Sphere: Kagawa Toyohiko and Christian "Counter-Publics" in Modern Japanese Society. In Jeffrey Newmark and Albert Welter (eds.) *Religion, Culture, and the Public Sphere in China and Japan*. Singapore: Palgrave Macmillan Press, 161-191.

Mullins, M. R. (2017). Religion in Occupied Japan: The Impact of SCAP's Policies on Shinto. In Emily Anderson (ed.) *Belief and Practice in Imperial Japan and Colonial Korea*. Singapore: Palgrave Macmillan Press, 229-248.

Seo, Y., Buchanan-Oliver, M. (2017). Constructing a typology of luxury brand consumption practices. *Journal of Business Research*, DOI: 10.1016/j.jbusres.2017.09.019.

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Media columns and outreach

Ben Fath: 'Risky business: external financing in NZ SMEs', *The National Business Review*, 24 March 2017

Antje Fielder and Ben Fath: 'Collaboration better than R&D for SMEs', *Newsroom*, University of Auckland, 16 March 2017

Presentations and development of analytic tools used in practitioner workshops on operating in Asia, organized by ANZF and Export New Zealand, Auckland, Tauranga, Napier and Hamilton

Glenn Simmons: (With Bruce Robertson, Hugh Whittaker, Elisabeth Slooten, Fiano McCormack, Graeme Bremner, Nigel Haworth, Simon Francis Thrush, and Steve Dawson) 'New Zealand's fisheries quota management system: on an undeserved pedestal', *The Conversation*, 5 September 2017

(With Hugh Whittaker, and Nigel Haworth)
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Christina Stringer: 'Turbulent Waters: Modern Slavery in the fishing industry', keynote address, 2017 MARE Conference, Amsterdam, 5-7 July 2017

'A troubling landscape: worker exploitation in New Zealand'. Paper presented at Tip of the Iceberg Conference, Organised by MBIE, US Embassy, and the Anglican Church, 26-27 July 2017

'Migrant worker exploitation in New Zealand: A troubling landscape', Lincoln Efford Memorial Lecture, Christchurch, 15 June 2017

'Migrant worker exploitation in New Zealand: A troubling landscape'. Paper presented at CCH Learning Immigration Law Conference, Auckland, 11 March 2017

'Worker exploitation in New Zealand'. Presentation at Worksafe New Zealand, Wellington, 28 April 2017

'Migrant worker exploitation'. Presentation at Canterbury Business Association Migrant Legal Advisory Service Christchurch, 3 March 2017

'Why NZ needs a modern slavery act', *NZ Herald*, 4 July 2017

'International students deserve better than exploitation', *Newsroom*, 18 August 2017

'Migrant worker exploitation: insights from New Zealand', *Devpolicy Blog*, 20 November 2017

'I came to work and you exploited me', *Tui Motu Inter Islands Magazine*, November 2017

Natasha Hamilton-Hart: (Gunther Schulze). 'Battling Indonesia's declining revenues.' *New Mandala*, 4 April

'NZ political parties stay true to form on security issues.' *Asia Media Centre*. 22 September

'Getting the best for New Zealand.' *New Zealand Herald*. 15 October

Asia After Five, Networking event speaker, Asia New Zealand Foundation, Auckland, 2 November 2017

'Globalisation', presentation for MFAT trainees, Wellington, February 2017

'Trump, the region and China: where to from here?' Symposium speaker, Victoria University of Wellington, 4 May 2017

Briefing to High-level taskforce on investment, Business Growth Agenda (senior officials from NZTE, Treasury, MBIE, OIO and other agencies), Wellington, June 2017

Practitioner launches of Asian Investment in New

Zealand, Wellington 1 June 2017, Auckland August 2017, Christchurch August 2017

Media interviews

Xin Chen

Views reported in:

- *South China Morning Post*, 21 September
- WTV, 11 May
- *NZ Herald*, 10 May
- WTV, 8 May
- *NZ Herald*, 8 May
- *National Business Review*, 10 March

Ben Fath

Views reported in:

- *Stuff.co.nz*, 5 May 2017
- *Hawke's Bay Today*, 4 April 2017

Antje Fielder

Views reported in *Stuff.co.nz*, 11 June 2017

Natasha Hamilton-Hart

Views reported in:

- *Newsroom*, 11 May 2017
- *Sputnik news*, 1 April 2017
- *Skykiwi*, 27 March 2017

Natasha Hamilton-Hart, Antje Fiedler and Ben Fath

Media coverage of report for ANZF on Asian Investment in New Zealand included:

- NZ Herald*, 1 June 2017
- Newsroom*, 1 June 2017
- Russell McVeagh*, 13 June 2017

Christina Stringer

Views reported in:

- *NZ Herald*, 11 September 2017
- *Stuff.co.nz*, 10 June 2017
- *GreensBlog*, 20 April 2017
- *NZ Medical Association*, 6 October 2017
- *Anderson Lloyd*, 24 February 2017

Glenn Simmons

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- *Stuff.co.nz*, 21 September 2017
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- *Fish Information and Services*, 16 June 2017

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- *University of Auckland*, 15 June 2017
- *Newshub*, 27 April 2017
- *NZ Herald*, 4 April 2017
- *Radio New Zealand*, 14 March 2017
- *Radio New Zealand*, 10 March 2017
- *Earth Island Journal*, 27 February 2017

Awards

Glenn Simmons (and team): Awarded University of Auckland Business School Research Excellence Award 2017 for Strategic Impact in Research

Christina Stringer (and team): Awarded University of Auckland Business School Research Excellence Award 2017 for Strategic Impact in Research

Antje Fiedler: Awarded 2017 Business School Excellence Award for Innovation in Teaching

Dinah Towle: Awarded 2017 Business School Excellence Award in Contribution to Sustainability: taking action to deliver excellent results and the University's strategy

Yuri Seo: Awarded 2017 ANZMAC Emerging Researcher of the Year Award

Glenn Simmons and Christina Stringer: University of Auckland Business School Research Staff Excellence Award 2017

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