

Progress Report II

Date of report: 8 June 2011

Title of Project

Online Course Book – an innovative approach for delivering the course of SME internationalisation and export management (IBUS205)

Applicant Details

Leader:	Hongzhi Gao
People involved:	Val Lindsay

Description

What is planned to be achieved and how?	This project is set up to develop innovative and practical teaching materials that will connect the classroom learning of International Business students about SME Internationalisation and Export Management (IBUS 205) with the practice of the NZ export industry. We will collect information about participating NZ firms and develop localised teaching materials. Two outcomes are expected out of the research project: (1) On-line course book including written case studies which will be made available to students via Blackboard during the course learning in IBUS 205 and (2) video case studies in the form of DVDs which will be shown to students during their course learning.
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Progress

October – November 2010	An updated literature review on the subject of SME Internationalisation and Export Management were well under way. Due to other work factors (in relation to paper revision for meeting the publishing deadline of 2011 PBRF), we had not been able to conduct the fieldwork in October and November 2010 as we initially planned.
February – May 2011	During these three months, we have completed the fieldwork including interviewing 11 business managers from three firms, one commercial bank and one trade promoting agency. All these organisations are based in Christchurch. The full transcripts of these interviews have been completed. Analyses of these interviews were well under way. One written business case study has been developed from the project. Five DVDS have been completed. All these DVDS are in the process of getting feedback from the interviewees. The literature review for the online course book has been put on hold during these three months due to other work commitments such as paper revision and teaching. We will continue to work on the literature review to get the on-line coursework ready for delivery to students in 2012.

External Relationships

The New Zealand SME Research Centre; Export NZ; participating firms.	During October and November 2010, we participated two SME symposiums organised by the New Zealand SME Research Centre based at Massey (Wellington) and also a Go-global Forum organised by Export NZ. We have developed collaborative working relationships with staff in the SME Research Centre and Export NZ. The SME Centre has agreed to give us access to their SME survey data. However, we realised that internationalisation is only a tiny part of their annual SME performance questionnaire. Both Export NZ and the SME Centre have expressed their interest in the SME internationalisation research we are planning. We aim to further explore the relationship with Grow Wellington which has a great interest in supporting Wellington-based SMEs going international.
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Potential External Research Funding

Export NZ and MED	We will seek external research funding from MED for the SME internationalisation research through working with the NZ SME Research Centre and via our relationships with Export NZ.
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