

CURRICULUM VITAE

NAME: Dr Ian Hunter

CURRENT POSITION: Senior Lecturer in Entrepreneurship
Management and International Business Department
University of Auckland Business School
University of Auckland
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Private Bag 92019, Auckland, New Zealand

BORN: 21 September 1967

MARRIED: Debra Hunter (1990) – five children (Sarah, 15; Elise, 13; Thomas; 13; Benjamin, 9; Michael, 8)

Education and Career

Mt Albert Grammar School, Auckland (1981-1985): Woolf Fisher Scholar, John Williamson Scholar

Commercial construction industry – various projects (1986-1990) City and Guilds (Carpentry/Joinery) Distinction; CITB Craft Certificate (Distinction)

University of Auckland, BCom (1992) Management; Senior Prize Winner, MSLR Dept., University of Auckland

University of Auckland, MCom (First Class, Management) 1994

Assistant Lecturer, University of Auckland, 1994-1996

Lecturer, Massey University, 1997-1999

Senior Lecturer, Auckland University of Technology, 2000

2001 – present, University of Auckland, Senior Lecturer

Massey University, Ph.D. (Business History), 2004

(Visiting Lecturer, University of Reading, 2005)

Books

Hunter, I., *Store to the Nation: A Centennial History of the Farmers Trading Company*, Auckland; HarperCollins, (forthcoming, Oct 2009) (260 pgs.)

Wilson, M., Morris, K., and Hunter, I., eds., *Innovation and Entrepreneurship: New Zealand Case Series*, Melbourne: McGraw-Hill, (2008, in press). (250 pgs.)

Dunn, W., and Hunter, I., eds., *Managing in an International Context: New Zealand Case Series*, Melbourne: McGraw-Hill, 2008. (250 pgs.)

- Hunter, I., *IMAGINE: What Wedgwood, Da Vinci, Mozart, Eiffel, Disney (and many others) can Teach us about Innovation*, Auckland: Penguin, 2008. (272 pgs.)
- Hunter, I., *Write That Essay: A Practical Guide to Writing Better Essays and Achieving Higher Grades*, Melbourne: McGraw-Hill, 2008. (98 pgs.)
- Hunter, I., *Age of Enterprise: Re-discovering the New Zealand Entrepreneur*, Auckland: Auckland University Press, 2007. (280 pgs.)
- Prentice, C.J. and Hunter I., *When People Matter Most: Vision-Driven Leadership*, Dunmore Publishing, Wellington, 2006. (205 pgs.)
- Hunter, I., and Diana Morrow, eds., *City of Enterprise – Perspectives on Auckland Business History*, Auckland: Auckland University Press, 2005. (272 pgs.)
- Hunter, I., *Robert Laidlaw: Man For Our Time*, Auckland: Castle Publishing, 1999. (354 pgs.)
- Hunter, I., *David Levene: A Man and His Business*, Auckland: Castle Publishing, 1999. (280 pgs.)
- McMorland, Judith, Bruce Woodcock, and Ian Hunter, 'Enterprising Change', (in-house publication), Auckland: Winstone Wallboards and Fletcher Challenge, 1994. (180 pgs.)

Journal Articles

- Hunter, I., 'Entrepreneurship and pure altruism – reconciling the irreconcilable? Evidence from a New Zealand mail order firm,' *Management and Organizational History*, vol. 2: 1 (2007): 63-82.
- Hunter I. and Wilson, M. "Origins and Opportunity: 150 Years of New Zealand Entrepreneurship", *Management and Organization*, vol. 1 4 (2007): 295-311.
- Hunter, I. 'Making a Little go Further: Capital and the New Zealand Entrepreneur,' *Business History*, 49, no 1 (2007): 52-74.
- Hunter, Ian. "Robert Laidlaw and the Farmers Trading Company: turning point," *New Zealand Memories*, 63: Dec/Jan (2007): 38-45.
- Hunter, Ian. "Robert Laidlaw and the Farmers Trading Company: Creation of a city icon," *New Zealand Memories*, 62: Oct/Nov (2006): 4-11.
- Hunter, Ian. "Commodity Chains in Emerging Markets: New Zealand and Latin America, 1880-1910." *Business History Review*, 79 (Summer 2005): 273-302.
- Hunter, Ian. "Risk, Persistence, and Focus: A Lifecycle of the Entrepreneur." *Australian Economic History Review*, 45, no.3 (2005): 244-272.
- Hunter, Ian & Wilson, Marie, 'Tapping our Entrepreneurial Heritage', *University of Auckland Business Review*, vol.5, no. 1, 2003, pp.19-28. Article awarded Best Paper (2004) UABR.
- Hunter, I. 'Leveraging Creativity,' *Executive Excellence*, 19, no. 8 (2002):16.
- Hunter, I, 'Trends in New Zealand Retailing: some initial evidence and the experience of Levene and Company', *The International Review of Retail, Distribution and Consumer Research*. (conditional acceptance).

Chapters in Books

- Dunn, W., and Hunter, I., 'Internationalisation and the Challenge of Cases,' in *Managing in an International Context: New Zealand Case Series*, Melbourne: McGraw-Hill, 2008, pp.v-ix.

- Hunter I, 'Maximum Availability: Toward establishing a global company – the initial years,' in *Managing in an International Context: New Zealand Case Series*, Melbourne: McGraw-Hill, 2008, pp.67-82.
- Hunter, I., 'ASB Bank: Developing a technology-led competitive advantage in an increasingly global banking market,' in *Managing in an International Context: New Zealand Case Series*, Melbourne: McGraw-Hill, 2008, pp.163-192.
- Hunter, I. 'New Zealand Manager Profile: Allen Jones, CEO New Zealand Yachts, in *Management: Second Pacific Rim Edition*, Danny Samson and Richard L. Daft, Melbourne: Thomson Learning, 2005, pp.194-195.
- Hunter, I. 'Case Study, Len Jury Limited', in *Management: Second Pacific Rim Edition*, Danny Samson and Richard L. Daft, Melbourne: Thomson Learning, 2005, pp.299-300.
- Hunter, I., 'Retailing Innovation and the Farmers Trading Company: Auckland's Big Store,' in *City of Enterprise – Perspectives on Auckland Business History*, eds. Ian Hunter and Diana Morrow, Auckland: Auckland University Press, 2005.
- Hunter, I. and Morrow, D., 'A Welcome Renaissance: Business History in New Zealand,' in *City of Enterprise – Perspectives on Auckland Business History*, eds. Ian Hunter and Diana Morrow, Auckland: Auckland University Press, 2005.
- Hunter, I., 'Strategy and the Entrepreneurial Firm: strategic choice at Hosting and Datacentre Services (HDS),' in *Case in Point: Best Cases from the 2005 Conference on Case Teaching and Learning*. ed. Marie Wilson, Auckland: GSE Publications, 2005.
- Hunter, I., 'Kororareka and the Emerging Entrepreneurial Spirit', in *Pompallier, The French Place in the Bay of Islands*, eds. Manuka Henare and Kate Martin, Auckland: Auckland University Press (forthcoming, 2007).
- Hunter, I. & K. Inkson, 'Robert Laidlaw: Human Resource Manager,' in *Human Resource Management in Action: Contemporary New Zealand Cases - Vol.2*. ed. G. Elkin, Palmerston North: Dunmore Press, 2001.
- Lineham, P. & I. Hunter, 'Faith Works,' in *Narratives of Business and Society: Differing New Zealand Voices*, ed. N. Monin, J. Monin & R. Walker, Auckland: Longman, 1999.

Working Papers

Title: *Unpacking the myths and beliefs of New Zealand Management*. With Professor Wendell Dunn and Professor Hugh Whittaker, an investigation into the beliefs and culture of New Zealand Management Practice. Intended Journal: *UABR*.

Title: *Development of New Zealand Management: An initial framework*. The first research to propose a framework that identifies the periods and characteristics in the development of management practice in New Zealand. Intended journal: *Journal of Management History*.

Title: *Entrepreneurial Behaviour in New Zealand and UK*. With Professor Andrew Godley, an investigation into differences between New Zealand and UK retail entrepreneurs. Intended journal: *Business History*.

Title: *Was Liles Right? Entrepreneurship and Readiness*. With Professor Wendell Dunn, an investigation into the influences on an entrepreneur's preparedness for venture activity.
Intended journal: *Journal of Business Venturing*.

Articles in Industry Publications and Book Reviews

- Hunter I, 'Global Financial Meltdown: Beware the Gathering Storm', *Sunday Star Times*, December 14, 2008, D4, Business.
- Hunter, I. 'How to be an Entrepreneur,' *The Dominion Post*, Wednesday, March 7, 2007.
- Hunter, I. 'Entrepreneurship: Have we got what it takes?', *University of Auckland Business Review*, vol. 9, no. 1 (2007): 13-14.
- Hunter, I. Review of 'Wealthmakers: A History of the Northern Employers' and Manufacturers' Associations' by Selwyn Parker, for *New Zealand Journal of History* (Book Review), Apr 2007; v.41 n.1:p.104-106.
- Hunter, I., Review of 'The House of Reed 1907-1983: Great Days in New Zealand Publishing' by Edmund Bohan, *New Zealand Journal of History* Apr 2006, 40(1): 126-128.
- Hunter, I., Review of 'The Rich List,' by Graeme Hunt in *New Zealand Journal of History*, Apr 2001; 35(1):116-117.
- Hunter, I., 'Breaking Down the Barriers' (Employment Contracts Act), *NZ Business*, Auckland, October 1994, pp. 42-45
- Hunter, I., 'Marketing on a Shoestring', *Marketing Magazine*, February 1995, pp. 24-27
- Hunter, I., 'Snack Attack', *Marketing Magazine*, December 1994, pp. 18-20
- Hunter, I., 'From Whizz-Bang Wonder to Marketing Winner', (New Product Development), *Marketing Magazine*, November 1994, pp. 36-40.
- Hunter, I., 'Global Giants Soften Up', *NZ Business*, March 1995, pp. 22-28.
- Hunter, I., 'Family Ties', *NZ Business*, November 1994, pp. 33-36.
- Hunter, I., 'ISO-9000 - Perfecting the process but how good is the product?', *NZ Business*, November 1994, pp. 12-20.

Published Business Cases

- Hunter, I., 'ASB Bank: Technology-led competitive advantage', Auckland: University of Auckland Business Case Centre, 2005.
- Hunt, G., & Hunter, I., 'Fletcher Construction and the development of a vertically-integrated business model', Auckland: University of Auckland Business Case Centre, 2005.
- Hansen, P., & Hunter, I., 'Fisher and Paykel: Creating a worldwide exporter,' Auckland: University of Auckland Business Case Centre, 2005.
- Hunter, I., 'Levene & Co – Clash of Cultures', Auckland: University of Auckland Business Case Centre, 2004.
- Hunter, I., 'Barfoot and Thompson: Organising for Growth', Auckland: University of Auckland Business Case Centre, 2004.
- Hunter, I. 'Hosting and DataCentre Services', Auckland: University of Auckland Business Case Centre, 2003.
- Hunter, I., 'NoMax and Market Development', Auckland: University of Auckland Business Case Centre, 2003.

Hunter, I. & Morris, K., 'BizPro Software', Auckland: University of Auckland Business Case Centre, 2003.

Refereed Conference Papers

- Hunter, I., 'Consumer Culture and Retailing in New Zealand in the Twentieth Century', at Serving Customers? The Emergence of Consumerism and the Rise of Modern Consumer Industries in the 20th Century, Joint Conference of the CIBH, University of Reading, and the Institute for Economic and Social History at Göttingen University, Germany, Reading, Oct 14-16, 2005.
- Hunter, I. 'University of Auckland Business History Project: Aims and Outcomes', University of Otago Business School, November, 2004.
- Hunter, I., 'Faith and work in the colonial economy: Robert Laidlaw—an enlightened entrepreneur?' ABH Conference, Business and Society, Nottingham University Business School, 25- 26 June 2004.
- Hunter, I., 'Strength in numbers: the case for networks in colonial innovation, 1880-1900', BHC Business History Conference, Le Creusot, France, 17-19 June 2004.
- Hunter, I., Wilson, M., and P. Lineham, 'The entrepreneurial immigrant.' Business History in Europe Conference, University of Canterbury, Christchurch: 5-6 September 2003.
- Hunter, I., 'Capital and the colonial entrepreneur: 1880-1900', 15th Accounting, Business & Financial History Conference at Aberdare Hall, Cardiff, 10-11 September 2003.
- Wilson, Marie, Bridgette Sullivan and Ian Hunter 'Shifting Gears: Shift work Patterns in New Zealand Manufacturing,' presented at ANZAM Conference, Wellington, Dec. 1994.

Creative works: video tape, film, and web site development

- Producer/scriptwriter for the following research-based video productions: Video series: 'Inside the Firm: Lessons from New Zealand Corporate History – Levene & Co., Centre for Flexible and Distance Learning, University of Auckland, 2005.
- Video series: 'Inside the Firm: Lessons from New Zealand Corporate History – DB Breweries', Centre for Flexible and Distance Learning, University of Auckland, 2005.
- Monday 30 August, 2004 Television Studio Interview with Professor Russell Stone for University of Auckland Business History Project
- Wednesday 1 September, 2004 Television Studio Interview with Professor Simon Ville on topic of Stock and Station Agents for University of Auckland Business History Project.
- Friday, 3 September, 2004, Television Studio Interview with Dr. Andrew Godley on topic of Immigrant Entrepreneurship for University of Auckland Business History Project.
- Website designer, Business History Website, University of Auckland Business School, 2004. This included eight historical research-based web sites produced as part of the Business History Project, covering company profiles, company founders, company timelines, key products and events. www.businesshistory.auckland.ac.nz
- Website designer, Inventing for Commercial Success, University of Auckland Business School, 2003.

Awards, Research grants / funding

- 2008 - Finalist, Montana Book Awards 2008 (History Category – for *Age of Enterprise*)
- 2008 – External Funding to research and write centennial history of Farmers Trading Company, Farmers Trading Company, \$371,000
- 2004 - Funding to undertake historical research as part of University of Auckland Business History Project. Levene & Co, \$50,000.
- 2004 - Funding to undertake historical research as part of University of Auckland Business History Project. Dominion Breweries, \$50,000
- 2004 - Funding to undertake historical research as part of University of Auckland Business History Project. Barfoot and Thompson, \$25,000.
- 2004 - New Staff research Fund, University of Auckland. An investigation into entrepreneurship and economic development in New Zealand 1910-1960, \$9,000.
- 2000 - AUT internal research grant for research on Great New Zealand Business Venture - \$20,000
- 1998 Private funding towards biographical research D. Levene.
- 1994 Private funding towards biographical research R. Laidlaw.
- 1994 - Recipient of Award in History, Department of Internal Affairs - \$10,000

Consultancy projects and service contributions:

- 2008 – Government appointment, Ministry of Culture and Heritage as Advisor to Te Ara, New Zealand Encyclopaedia – Commerce and Industry Section
- 2007 – Consultant to Blue River Creative Ltd, organisation structure and design
- 2006 – Consultant to Vibe-Rehab Ltd, marketing strategy
- 2005 Supervising academic on Knowledge Transfer Partnership (KTP) Scheme, University of Reading Business School, in association with London food processing firm, Day + One.
- 2005, Consultant, Department of Trade and Industry (UK) investigation into export incentive schemes for UK-based firms.
- 2004, Consultant to Ministry of Economic Development (NZ) Management Capability Research project.
- 2004, Staff Mentor and Coach for Tuakana Mentoring Programme (Learning Support) for Maori and Pacific Island students.
- 2004, Elected founding member of the New Zealand Business History Association steering committee formed September 2004.
- 2004, Conference organiser: New Zealand Business History Conference, 2004 (130 historians in attendance from Australia, New Zealand and UK).
- 2003, Coordinator, ‘Inventing for Commercial Success’ course held in conjunction with the ICEHOUSE and the Auckland Inventors Trust, delivering enterprise training to 200 inventors.
- 2002-2006, Co-Director, The University of Auckland Business History Project. Responsible for project scoping, strategic development, branding, relationship management with businesses, and project deliverables. These included company cases,

oral history archives, film and audio materials, business history websites, historical walk, country-wide business history network, as well as production of scholarly book.

- 2000, Chairman, Sports Management Advisory Committee, UNITEC
- 2000, Project Leader, Great New Zealand Business Venture study
- 1999, Teaching fellow, MBA Massey University; guest lecturer, Employers and Manufacturers Association change management course;
- 1997-1998 mentor for new staff Department of Management, Massey University and member of Teaching Support Group, Massey University; Coordinator, Department of Management Social Club; Member of Undergraduate Studies Committee, Massey University
- 1996, Lecturer for New Zealand Institute of Management, Courses in General Management and HRM; Researcher, Entrepreneurial Worker Study, University of Auckland
- 1995, University Liaison with Business, establishing internship course with New Zealand companies
- 1995, Lecturer and Module Coordinator, Business Communication Module, Institute of Chartered Accountants (NZ), responsible for design and delivery of course
- 1994, Project Coordinator, Foundation for Research Science and Technology – national shift work study.
- 1993, Consultant to Winstone Wallboards, organisational change strategies

Company Directorships

Burning Bush Limited; Advanced Learning Group Limited;
Wentforth Print Limited; Castle Publishing Limited

Previous Industrial/Commercial/Public Sector Experience

Previous experience in commercial and residential construction industry and publishing industry.

Invited Lectures

Hunter, I. 'Looking Back; Moving Forward: Lessons from Great New Zealand Companies and Entrepreneurs,' ANZ Bank Management Retreat, 16 July 2008.

Hunter, I. 'The Leadership Challenge,' Rotaract Club of Pakuranga, 5 March, 2008.

Hunter, I. 'Looking Back: Moving Forward', HRINZ: Leadership Group, TVNZ, Auckland, 21 August, 2007.

Hunter, I. 'Learning from History: Lesson's for Today's Entrepreneurs', New Zealand Institute of Management, Network Breakfast, Auckland, 27 March 2007.

Hunter, I., 'Consumer Culture and Retailing in New Zealand in the Twentieth Century', at Serving Customers? The Emergence of Consumerism and the Rise of Modern Consumer Industries in the 20th Century, Joint Conference of the CIBH, University of Reading, and the Institute for Economic and Social History at Göttingen University, Germany, Reading, Oct 14-16, 2005.

- Hunter, I., Staying Relevant: A New Zealand Example of Integrated IT Education, UK Sector Skills Council, Employers Curriculum Forum, London, 5 November, 2005.
- Hunter, I., Staying Relevant: A New Zealand Example of Integrated IT Education, Consortium of ITMB Universities, Reading University, 28 November, 2005.
- Hunter, I. 'University of Auckland Business History Project: Aims and Outcomes', University of Otago Business School, November, 2004.
- Hunter, I., Wilson, M., and P. Lineham, 'The entrepreneurial immigrant.' Business History in Europe Conference, University of Canterbury, Christchurch: 5-6 September 2003.

Teaching

Over the past 15 years, I have taught courses in the following areas: General Management, Business and Society, Change Management, Contemporary Management, Business Communication, Human Resource Management; Research Methods, Business History, New Ventures, Entrepreneurship, International Marketing, Global Marketing, and International Entrepreneurship.

On numerous occasions I have been asked to develop new programmes or improve existing ones, as a result I have gained significant experience developing new programmes or assisting staff to improve existing course offerings. My approach has been student-centred, using a range of techniques to create interest, accommodate different learning styles, and produce effective learning outcomes. I am experienced in the following teaching and delivery methods: traditional lecturing, small group work, debate, role play, poster presentations, multi-media, and case teaching.

Consistently, I score in the upper quartile (8.5 - 9.5 out of 10) on course evaluations across all indicators, such as quality of the course delivered, amount of material learned, lecturer's use of examples, knowledge of subject, and effectiveness of lecturing. Frequent positive comments refer to interactive classes, practical material learned, stimulating learning environment, positive attitude towards students, level of organisation, and use of real-world examples.

I am experienced in both small class teaching (20 or less) as well as large class teaching (350 plus), and have taught at all levels of tertiary education: certificate, diploma, degree, masters, and post-experience.

Courses taught since 1995

2007	Management and Organisations (Stage I; examiner) International Entrepreneurship (Masters IB 705; module coordinator) Entrepreneurship and New Ventures (Stage III; module coordinator)
2006	Management and Organisations (Stage I; examiner) International Entrepreneurship (Masters IB 705; module coordinator)
2005	International Marketing – Reading University (MM335; module coordinator) Global Marketing – Reading University - (MMM006; module coordinator) Management and Organisations (Stage I; examiner)

	Contemporary Management (Stage II; module coordinator)
2004	Contemporary Management (Stage II; module coordinator) Management and Organisations (Stage I)
2003	Contemporary Management (Stage II; module coordinator) Management and Organisations (Stage I)
2002	Contemporary Management (Stage II; module coordinator) Management and Organisations (Stage I)
2001	Contemporary Management (Stage II) Management and Organisations (Stage I)
2000	Research Methods (Masters; module coordinator) Applied Management (Stage III; module coordinator) Organisation and Management (Diploma level) Applied Management (HRM) (Diploma) Certificate in Organisation and Management
1999	Contemporary Management (Stage II; module coordinator) New Venture Project (Stage III; module coordinator) Business Development in New Zealand (Masters; module coordinator)
1998	Contemporary Management (Stage II; module coordinator)
1997	Contemporary Management (Stage II; module coordinator)
1996	NZIM Supervisory Management Course in General Management NZIM Supervisory Management Course in Human Resource Management
1995	ICANZ Business Communication Module (post-experience; module coordinator) Business and Society (Stage II)

Thesis supervision

2007 - supervising two PhD's MIB Dept, University of Auckland
1997-1999 Supervised 8 Masters theses and 6 MBA theses while at Massey University.

Professional Development

Undertaken courses in course assessment and examination design, tutoring, examination marking, lecture structure and delivery, research supervision, course design, time management, and developing teaching portfolios.

Service Positions held

Director, University of Auckland Business Case Centre, (2007 – present)
Faculty Staffing Advisory Committee – Departmental
Chair, Staff Student Consultative Committee (2002-2005)
Ad Hoc Reviewer for: *New Zealand Journal of History*, *Business History*, *Australian Economic History Review*, ANZAM.
Director, University of Auckland Business History Project (2002-2006)
Steering Committee, New Zealand Business History Network (2004-2005)
Sports Management Advisory Committee (Chair 1998-1999)
Undergraduate Studies Committee (Massey University 1997-1999)