Contact details

+64 (09) 414 0800 ext. 43383D.Forsyth@massey.ac.nz

Associate Professor Lynn Jeffrey
BA, MBA, PhD, DipEd
Associate Head of School
School of Management

Identifying and developing competencies to improve workplace performance, including the preparation of graduates for work, is the focus of my research. The impact of my work crosses diverse contexts, including: developing tools for air accident investigation, flight training, training tools for the agricultural sector, safety audit training in the small business sector, identifying competencies for the PR and communication management industry and improving learning. I have a particular interest in the role that technology plays in learning and developing work expertise. Technology that I have developed includes a computer-based, examination-on-demand system (CALES) which was used by the New Zealand Civil Aviation Authority for pilot theory examinations; a learning style website that is used by tertiary students to improve their learning and by their teachers for developing more relevant teaching methods; a learning style evaluation website for workplace training and a web-based simulation game for teaching workplace equity. My current research focuses on occupational competency identification, blended learning for tertiary students and mobile learning.

My teaching areas cover: postgraduate research methods, human resource development (HRD), human factors. learning and teaching and equity in the workplace.

Contact details

- Ph: 00 4140800 ext 43396
  Location: 2.03, Quad B
  Campus: Albany

Qualifications

- Bachelor of Arts - Victoria University (1975)

- Master of Business Administration - Massey University (1986)

- Doctor of Philosophy - Massey University (1996)

- Diploma in Education - Massey University (1977)

- Diploma in Teaching - Christchurch Teachers College (1976)

Research Interests

Blended learning, mobile learning, simulation, identifying competencies (needs assessment), learning styles, training, human error, workplace learning (HRD).

Thematics

Resource Development and Management

Area of Expertise

Field of research codes

Curriculum and Pedagogy (130200): Curriculum and Pedagogy Theory and Development (130202): Economics, Business and Management Curriculum and Pedagogy (130203): Education (130000): Vocational Education and Training Curriculum and Pedagogy (130213)

Keywords

- Needs Assessment

- Compdetency Identification

- Adult Learning

- Human Resource Development (HRD)

- Technology for Learning and Training

- Blended Learning

- Mobile Learning

Summary of Research Projects

Position	Current	Completed
Project Leader	0	4

Journal

Reweti, S., Gilbey, A., & Jeffrey, L. (2017). Efficacy of low-cost PC-based aviation training devices. Journal of Information Technology Education: Research. 16(1), 127-142
[Journal article]Authored by: Gilbey, A., Jeffrey, L., Reweti, S.

Brunton, MA., Kankaanranta, A., Louhiala-Salminen, L., & Jeffrey, L. (2015). Are strategic communication management competencies and personal attributes global a case study of practice in Finland and New Zealand. International Journal of Business Communication. , 1-22 Retrieved from http://journals.sagepub.com/doi/10.1177/2329488415608846
[Journal article]Authored by: Brunton, M., Jeffrey, L.

Reweti, SL., Gilbey, A., & Jeffrey, L. (2015). PC based aviation training devices for pilot training in visual flight rules procedures. The International Journal of Aviation Psychology.
[Journal article]Authored by: Jeffrey, L.

Brunton, MA., & jeffrey, . (2014). Identifying factors that influence the learner empowerment of international students.. International Journal of Intercultural Relations. 43 Part B, 321-331 Retrieved from http://www.elsevier.com/locate/ijintrel
[Journal article]Authored by: Brunton, M., Jeffrey, L.

Jeffrey, L., & Brunton, M. (2012). Professional identity: How communication management practitioners identify with their industry. Public Relations Review. 38(1), 156-158 Retrieved from http://www.sciencedirect.com/science/article/pii/S0363811111001378
[Journal article]Authored by: Brunton, M., Jeffrey, L.

Book

Brown, HT., & van der Merwe, JH. (Eds.) (2015). Heutagogial Approaches in the Understanding and Modelling the Adoption of Mobile Learning.. (Vol. 560) Cham: Springer International

Publishing

[Edited Book]Authored by: Jeffrey, L.

Corich, S., Kinshuk, ., & Jeffrey, LM. (2011). Automated measurement of critical thinking for discussion forum participants. In D. Ifenthaler, P. Isaias, JM. Spector, . Kinshuk, & DG. Sampson (Eds.) Multiple Perspectives on Problem Solving and Learning in the Digital Age. (pp. 143 - 157). : Springer Verlag

[Chapter]Authored by: Jeffrey, L.

MacCallum, K., & Jeffrey, LM. (2010). Resistance to the inclusion of mobile tools in the classroom: The impact of attitudes and variables on the adoption of mobile learning. In E. Retta Guy (Ed.) Mobile Learning: Pilot Projects and Initiatives. (pp. 143 - 166). California: Informing Science Press

[Chapter]Authored by: Jeffrey, L.

Zotov, D., Wright, A., & Hunt, L. (2008). Grappling with complexity: Analysing an accident with the theory of constraints. In Multimodal Safety Management and Human Factors: Crossing the Borders of Medical, Aviation, Road and Rail Industries. (pp. 83 - 106).

[Chapter]Authored by: Jeffrey, L., Wright, A.

Corich, S., Kinshuk, K., & Jeffrey, LM. (2007). The use of discussion forums in learning communities. In R. Luppicini (Ed.) Online Learning Communities. (pp. 87 - 108). Charlotte, NC: Information Age Publishing

[Chapter]Authored by: Jeffrey, L.

Report

Brunton, M., & Jeffrey, LM. (2013). How connected are we? The influence of acculturation on the study experience of international students at Massey University. School of Communication, Journalism and Marketing / School of Management, College of Business, Massey University.

[Commissioned Report]Authored by: Brunton, M., Jeffrey, L.

Jeffrey, LM., Milne, J., Suddaby, G., & Higgins, A. (2012). Help or hindrance: Blended approaches and student engagement. Ako Aotearoa National Centre for Tertiary Teaching Excellence.

[Commissioned Report]Authored by: Jeffrey, L.

Hegarty, B., Penman, M., Kelly, O., Jeffrey, LM., Coburn, D., & McDonald, J. (2009). Digital Information Literacy: Supported development of capability in tertiary environments. Final

Report for Ministry of Education (TEC)..

[Commissioned Report]Authored by: Jeffrey, L.

Jeffrey, LM., Atkins, C., Lars, A., & Mann, S. (2006). E-learning profiles: Diversity in learning.

[Commissioned Report]Authored by: Jeffrey, L.

Brunton, M., & Jeffrey, L. (2008). Practice, progress and professionalisatioin: Making knowledge meaningful: A needs assessment of PR/CM practice in New Zealand. Massey University.

[Commissioned Report]Authored by: Brunton, M., Jeffrey, L.

Conference

Jeffrey, LM., Brunton, MA., & Cook, CM.Managing a globalised nursing workforce to enhance collaborative decision-making and practice in healthcare organisations. . Breda, Netherlands

[Conference Paper]Authored by: Brunton, M., Cook, C., Jeffrey, L.

Kankaanranta, A., Jeffrey, LM., Louhiala-salminen, L., & Brunton, M. (2012). Critical incidents in the work of public relations professional: What and how?. http://aseckincanan.com/papers/online.html. Istanbul, Turkey: EUPRERA 2012 Congress

[Conference Paper in Published Proceedings]Authored by: Brunton, M., Jeffrey, L.

Jeffrey, LM., & Milne, J.(2012, November). Student engagement in blended learning: A toolkit for teachers. http://www.ascilite.org/conferences/Wellington12/2012/pagec16a.html.

[Conference]Authored by: Jeffrey, L., Milne, J.

Other

Jeffrey, LM. (2013, April). Ten strategies for engaging students in a blended learning environment. : Ascilite.

[Oral Presentation]Authored by: Jeffrey, L.

Summary of Doctoral Supervision

Position	Current	Completed
Supervisor	0	5
CoSupervisor	2	4

Courses Coordinated

- 114.891 Thesis 90 Credit Part 1

- 114.892 Thesis 90 Credit Part 2

- 114.894 Research Report

- 114.897 Thesis 120 Credit Part 1

- 114.898 Thesis 120 Credit Part 2

- 152.802 Thesis 90 Credit Part 1

- 152.803 Thesis 90 Credit Part 2

- 152.804 Thesis 120 Credit Part 1

- 152.805 Thesis 120 Credit Part 2

- 152.896 Research Report

Current Doctoral Supervision

CoSupervisor of:

- Lili Mi - PhD

  Determinants of Chinese MNCs' subsidiary performance -- An Integrated View

Completed Doctoral Supervision

Supervisor of:

- 2014 - Savern Leios Reweti - PhD
  PC-based aviation training devices for pilot training in visual flight rules procedures:
  Development, validation and effectiveness

- 2012 - Kathryn Susan MacCallum - PhD
  Influences on the adoption of mobile technology by students and teachers

- 2011 - Robyn Lynette Mason - PhD
  Learning at work: A model of learning and development for younger workers

- 2008 - Ritchie James de Montalk - PhD
  Developing proficiency in air transport pilots: The case for the introduction of non-technical
  skills in basic pilot training programmes

- 2006 - Mr Dmitri Victorovitch Zotov - PhD
  Grappling with Complexity: Find the Core Problems behind Aircraft Accidents.

- CoSupervisor of:

- 2011 - Stephen Paul Corich - PhD
  Automating the Measurement of Critical Thinking in Discussion Forums

- 2010 - Jingyu Yang - PhD
  Improving effectiveness of dialogue in learning communities

- 2007 - Amal Al-Dujaily - PhD
  Personality effect in the Design of Adoptive E-Learning systems

- 2006 - Mr Ali Fawaz Shareef - PhD
  Distance Education in the remote islands in Maldives.