

Professor DI Dr Oswin Maurer (Executive Profile)

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| Current position | Professor of Marketing, Faculty of Economics and Management, Free University of Bozen-Bolzano (unibz), Italy (since 2002); on research sabbatical 10/2009 - 09/2020 and 10/2021 - 09/2023) Eminent Professor, William Angliss Institute, Melbourne, Australia (honorary appointment since 2016) Scientific Advisory Board Member, NIDA Business School, Bangkok (honorary appointment since 2013) Director, Competence Centre in Tourism Management and Tourism Economics (TOMTE), unibz (since 2008) |
| Education | 1977 – 1983 Dipl Ing (Agric Econ), University of Resource Sciences, Vienna 1984 - 1987 Dr rer nat tech (Agric Econ, summa cum laude), University of Resource Sciences, Vienna |
| Previous positions | 2015 -2021 Dean, Faculty of Economics and Management, Free University of Bozen-Bolzano (unibz), Italy 2005 – 2009 Dean, School of Economics & Management, unibz, Italy 2005 – 2006 Pro-Vice Chancellor (International and Entrepreneurial), unibz, Italy 2001 – 2002 Vice-Chancellor (inaugural) and Professor of Marketing & International Management, Kassel International Management School, Germany 1999 – 2001 Professor (Chair) of Food Industry Marketing and Management; Director New Zealand Food Marketing Institute, Waikato Management School, New Zealand 1996 – 1999 Professor (Chair) of Food Marketing and Management, University of New England, Armidale, Australia (Honorary Professorship 1999) 1994 – 1996 Associate Professor of Marketing and Management, The Royal Veterinary & Agricultural University, Copenhagen/Danmark 1992 – 1993 Senior Lecturer in Strategic Management, Department of Economics, University of Tasmania, Australia 1987 – 1994 Assistant Professor, C.-A. University Kiel, Germany 1983 – 1987 Assistant Professor, University of Resource Sciences, Vienna, Austria |
| Research interests | Consumer Behaviour, Tourism Management, Responsible Consumption and Sustainability, Food & Tourism, Marketing Management and Strategy, Experimental Design, Cognitive Bias |
| Visiting Positions | Visiting Professor, Kasem Bundit University, International College-Hotel Management Department (Romklao Campus), Bangkok, Thailand (10/2022 – 09/2023) Visiting Professor, Faculty of Business Administration & Accountancy, Khon Kaen University, Thailand (03/2022 – 05/2022; deferred due to Covid-19 restrictions) Visiting Professor, University of Tasmania, School of Business, Australia (2009-10) Visiting Professor, University of Sydney, Australia (2004-05) Adjunct Professor of Marketing, University of New England, Australia (1999 - 2000) Senior Lecturer, University of Tasmania, School of Economics, Australia (1992–93) Lecturer, Department of Business Systems, University of Wollongong, Australia (1990) |
| Competitive research grants | approx. € 2.2 million in personal research grants more than € 5.85 million in total research group funds |
| Countries of work experience | Australia, Austria, Denmark, Germany, Italy, New Zealand, Russia, Sultanate of Oman, Thailand, Vietnam |
| Professional service | Work package leader, Research Programme ‘On-Tour’ (EU Interreg Italia-Austria, competitive research grant on responsible travel) |

Work package leader, Research Programme 'Demochange' (EU competitive research grant on impacts of demographic change on tourism industries in the Alps)

Editorial Board Member, Guest Editor and Reviewer for numerous international journals

External PhD examiner and external research grant assessor in Europe, Asia, Australia

Chairman and member of organising committees of multiple international congresses in Europe, USA, Asia and Australia

Advisor to governments, government agencies, business schools and universities in Europe, Asia, and Australia

Board Member, Industry Associations

Board Member, International Centre of Excellence in Tourism and Hospitality Education - THE ICE, Brisbane, QLD, Australia (2015 - 2023)

Director, Competence Centre for Tourism Economics and Tourism Management (TOMTE) (2008 - date)

Member, College of Fellows of THE-ICE (2025 - date)

Member, Scientific Advisory Board, NIDA Business School, Bangkok, Thailand (2013 – date)

Member, Board of Directors "ASM - Innovation South Tyrol - Alto Adige" (2003 - 2009)

Stipendiary Support for Research

Research on food waste prevention in hospitality in Europe, Australia and Asia. Project "FOWAMINEX-Minimizing food waste (11/2021-10/2024)

Research work on "Self-Congruity and Image of Tourism Destinations: Visitor Evaluations - an island case" (6/2009 – 9/ 2010)

International Awards

Fellow of THE-ICE (International Centre of Excellence in Tourism and Hospitality Education, since 2015)

Member of the College of Fellows of THE-ICE (International Centre of Excellence in Tourism and Hospitality Education, since 2025)

Publications

(OA 2020-26):

> 70 international refereed contributions, 11 books, > 50 industry advisory reports

Cozzio, C., Santos Arteaga, F.J. and Maurer, O. (2025), "Artificial intelligence adoption in hospitality: challenges and opportunities across hierarchical levels", *Tourism Review*, Emerald, Bingley, UK. (ahead-of-print). <https://doi.org/10.1108/TR-10-2024-0913>

Malekpour, M.; Maurer, O.; Basile, V. and Baima, G. (2025): "Grocery shopping in metaverse: Understanding drivers and barriers", *Euromed Journal of Business*, Emerald, Bingley, UK. Doi: 10.1108/EMJB-12-2024-0351

Cozzio, C., Schäufele-Elbers, I. and Maurer, O. (2024), "Empowering tomorrow: Nurturing young tourists to lower food waste", *Annals of Tourism Research Empirical Insights*, Volume 5, Issue 2, November 2024. Elsevier London, UK. <https://doi.org/10.1016/j.annale.2024.100156>

Cozzio, C., Tokarchuk, O. and Maurer, O. (2023), "All-inclusive holiday packages, tourist consumption and spending patterns at tourism destinations", *Tourism Review*, Vol. 78 No. 1, 89 -100. Emerald, Bingley, UK. <https://doi.org/10.1108/TR-12-2021-0572>

Dang, N.H.; Maurer, O. (2021). "Place-Related Concepts and Pro-Environmental Behavior in Tourism Research: A Conceptual Framework". *Sustainability* 2021, 13 (21), 11861, MDPI, Basel, Switzerland. <https://doi.org/10.3390/su132111861>

Cozzio, C., Tokarchuk, O. and Maurer, O. (2021). "Minimising plate waste at hotel breakfast buffets: an experimental approach through persuasive messages", *British Food Journal*, Vol. 123 No. 9, 3208 - 3227. Emerald, Bingley, UK. <https://doi.org/10.1108/BFJ-02-2021-0114>

Tokarchuk, O., Gabriele, R. and Maurer, O. (2021). "Estimating tourism social carrying capacity", *Annals of Tourism Research*, Vol. 86 (C), Elsevier, Oxford, UK. <https://doi.org/10.1016/j.annals.2020.102971>

Cozzio, C; Tokarchuk, O. and Maurer, O. (2020). "The effect of price bundling on tourists' extra expenditure: a mental budget approach". *Current Issues in Tourism Research*, Taylor & Francis, Milton Park, UK. <https://doi.org/10.1080/13683500.2020.1849045>