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THE-ICE 15th IPoE Forum 2022

Panel 2 Chair: Increasing mobility and accessibility; opportunities and challenges facing the TH&E higher education providers

Professor Dr Oswin Maurer

Chair of Marketing, Faculty of Economics and Management, Free University of Bozen-Bolzano, Italy



Professor Oswin Maurer is Chair of Marketing at the Faculty of Economics and Management at Free University of Bozen-Bolzano (Italy). He was Dean of the Faculty until October 2021 and has been a Director on THE-ICE Board since November 2015.

He is a well-published, highly regarded and innovative academic with extensive international experience in key roles such as the development and implementation of internationally accredited undergraduate, graduate, and postgraduate programmes.

Dr Maurer's current areas of interest and expertise include: Consumer Behaviour, Food & Tourism, Responsible Consumption and Sustainability in Regions and Industries. With an academic and research career spanning three decades, Dr Maurer has authored/co-authored a wide range of publications and has been involved at the core level of designing and implementing educational projects for senior management and government officials across the continents, including Europe, the Middle East, Australia, New Zealand, and Asia. Dr Maurer has also been key in the development of various national research programmes on internationalisation, competitiveness, consumer behaviour and sustainability, to name a few.

In addition to his academic achievements, Dr Maurer is a much sought-after advisor and research consultant and a key contributor in the building and leadership of an international research base and network through the establishment of the Competence Centre in Tourism Management and Tourism Economics (TOMTE). TOMTE organises several seminars and workshops every year, including the Consumer Behaviour in Tourism Symposium (CBTS) which takes place every year, since 2008, in the month of December.