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THE-ICE Research Grant Scheme (RGS) 2024 Recipient

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Dr Anita Manfreda, PhD, is a Senior Lecturer at Torrens University Australia, with over 10 years of professional experience in luxury hospitality in Italy, Switzerland, and Australia. Using high-engagement research methodologies, her research investigates customer experiences and luxury consumption, with attention to the nexus between authenticity, luxury, and sustainability. Her research interests also include positive organisational behaviour and psychology, investigating competencies and well-being for the hospitality workforce.