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THE-ICE 18th IPoE Forum 2025

Plenary Panel: Re-examining the Triple Bottom Line – Balancing Social, Environmental, and Economic Influences on the Tourism and Hospitality Industry

Professor Dr Oswin Maurer

Chair of Marketing, Free University of Bozen-Bolzano, Italy



Professor Dr 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 served as a Director on THE-ICE Board for several years.

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.

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.