



Welcome

As the recent heatwave continues, our colleagues have also been positively “on fire” on the international stage. This issue celebrates an impressive range of activity, from keynote speeches and conference presentations to workshops, training, media engagement and wider knowledge exchange.

It has been wonderful to see colleagues representing MGM so strongly across different countries and disciplines, sharing new research, building international connections and contributing to important academic and public conversations. I was also delighted to receive the “Sense of Place” award with Isabella for our presentation on the Brecks Regenerative Tourism Project, on behalf of the wider team. It was a very happy moment and a lovely recognition of the collaborative work behind the project. This issue also highlights the strength of collaboration across MGM, with new partnerships taking shape and several joint projects finally coming to fruition through publication in leading journals. Alongside these achievements, we celebrate PhD success, new colleagues and PGRs joining our community, and growing engagement with industry, schools, communities and international partners.

Thank you to everyone who continues to contribute to such a vibrant, generous and outward-looking research culture. Even in the heat, the momentum shows no sign of cooling down.

Wenjie



Healthy Packed Lunches Competition



Dr Maria Gebbels, together with the industry partner, Mr Hrvoje Lancarevic, has continued to make excellent progress with the Healthy Packed Lunches Competition, a programme that delivers healthy eating education to primary school children across East Sussex while introducing them to exciting career opportunities in the hospitality sector. The competition invites Year 4 children to design a healthy packed lunch. Winning children, accompanied by their parent or guardian, are then invited to a participating hotel where they prepare their lunch with hospitality professionals and enjoy a behind-the-scenes tour of the venue.



This year, the programme was delivered in two primary schools in partnership with two seaside hotels. A total of just under 200 children participated in the healthy eating workshop, and year 4 children, more specifically, took part in the competition, with 10 winners from each school attending the hotel experience. The visits provided children with a memorable opportunity to create their own packed lunches, apply their knowledge of healthy eating in a real-world setting while experiencing an environment far removed from their usual classroom. By combining nutrition education with practical, hands-on learning and career inspiration, the programme continues to promote healthy lifestyles and broaden children's awareness of future career opportunities within the hospitality industry. Maria and Hrvoje were also invited to present their project at East Sussex Careers Hub meeting to further promote the project and its benefits across the county. This project is in its 3rd year, and is also part of Maria's impact case study: *Breaking Barriers or Building Bridges: Advancing and Transforming Perceptions of Hospitality Careers*.

In April, the University of Greenwich hosted the inaugural ATHE Southern Tourism Academic Network (STAN) event. This public workshop brought together over 40 participants from near and far for a truly memorable day of conversation, creativity and collective thinking. The event is organised by **Dr Isabella Ye**, and supported by TMRC colleagues.

The workshop, Co-creating Regenerative and Conscious Destination Futures, opened with an evocative scene-setting exercise: a poetic sheet of paper weaving together images of sun, rain, cloud, river, heat, wheat, love, pain, care, stewarding and flourish. It was an invitation to slow down, to feel, and to arrive fully in the room before the day's deeper work began.

From there, the discussion unfolded through a range of different voices and perspectives. Pete Waters MBE, from Visit East of England, took attendees on a compelling storytelling journey from crisis to regeneration. A panel including Deborah Brookes, Mary Harris, Meg Strahle, **Dr Maria Gebbels**, Dr Jonathan Skinner and **Dr Wenjie Cai** explored a critical question: What does regenerative tourism demand of us?

Dr Lauren Siegel, brought both laughter and reflection to the room in her exploration of the sometimes-absurd realities of social media-induced traveller behaviours. Participants also learned from the University of Greenwich's ongoing Co-design for a Regenerative Brecks project, presented by **Dr Wenjie Cai**, **Dr Isabella Ye**, **Dr Nikki MacLeod** and **Dr Hai Nguyen**, providing a living example of regenerative practice in action.

One of the day's most moving moments came from listening to the voices of Greenwich graduates and students **Jonathan Martinez** and **Alana Kincaid**, reminding participants why this work matters and who it is ultimately for.

Dr Peter Robinson then led participants to envision what regenerative tourism education could and should look like. Drawing on themes of systems thinking, ecological literacy, community engagement and storytelling, Peter's session reminded participants that transforming tourism begins in the classroom. The outputs from the group discussions will feed directly into ATHE's contribution to the new Subject Benchmark Statement, creating a lasting legacy from the day.

The workshop also marked the official launch of STAN: the Southern Tourism Academic Network. STAN aims to provide tourism academics in the south of England with a dedicated community through which to connect, collaborate and build collective momentum. Bringing together researchers, educators and practitioners, the network is founded on a shared belief that tourism scholarship is stronger when it is undertaken collaboratively across institutions, disciplines and career stages. More than a conference or lecture series, this was a gathering defined by kindness, presence, generosity and humour. For those in attendance, it served as a powerful reminder that regenerative tourism is something we practise together.



PhD success



Congratulations to **Minh Van** on successfully defending her PhD – 'The Effect of Technology and Virtual Global Mobility on Expatriate Roles' – with minor corrections. Minh is supervised by **Dr Ratnesvary Alahakone** and **Dr Graham Symon**. Congratulations Dr Minh Van and the supervisory team! We are very proud of you!

Keynote

Dr Hai Nguyen was invited to deliver a keynote session at the VIII Annual Conference of the International Spring Symposium on Tourism Development (VIII SSTD 2026), organised by the Institute of Tourism and Sustainable Economic Development (TIDES), University of Las Palmas de Gran Canaria, in Lanzarote, Spain.

Her keynote introduced resident resilience as an emerging concept in tourism research, highlighting its role as a catalyst for resident wellbeing in destinations experiencing ongoing tourism pressures, such as overtourism. The presentation argued for recognising resident resilience as a distinct level of analysis within tourism research, demonstrating the psychological, social, economic, institutional, and environmental factors that enable residents to cope with and adapt to tourism-related challenges. It also explored how resident resilience contributes to wellbeing through psychological adaptation, stronger social connectedness, enhanced community capacity, and a more positive outlook for the future.

The keynote sparked engaging discussions among academics and practitioners, emphasising the growing importance of resident-centred approaches to tourism development and community wellbeing.



Most-Read Article

Dr Lauren Siegel's recent publication in *Tourism Geographies* journal is the #1 most read article in the journal in the past 12 months. The paper is entitled, "Commodification of photogenic sites and rise of 'selfie parks' as tourist enclaves". This study explores the emergence of purpose-built "selfie parks" designed for photography and content creation. Drawing on ethnographic fieldwork in Bali, the research introduces selfie parks as a new form of tourist enclave, arguing that they can provide economic opportunities for local communities while helping destinations manage the growing impacts of social media-induced tourism. The study offers an alternative perspective on how destinations are adapting to changing visitor behaviours in the digital age and contributes to debates on tourism management, place-making, and the commodification of space.

Paper DOI (open access):

<https://doi.org/10.1080/14616688.2025.2532582>



Funded Project Update / British Academy International Writing Workshop Grant



Dr Angie Ratcharak delivered the second series of in-person workshops in Thailand on 17–19 June 2026, as part of her British Academy International Writing Workshop Grant (2025–2027). Over three full days, researchers from Thammasat University, Khon Kaen University, Prince of Songkla University, and Walailak University engaged intensively in refining their papers through presentations, developmental feedback, and supervised writing sessions — all working towards a special issue submission as a key output of the grant, and their long-term publishing success. The workshops were delivered in collaboration with co-investigators Dr Matteo Borghi and Dr Rodrigo Perez-Vega (Henley Business School, University of Reading, UK) and Professor Babak Taheri (Texas A&M University, USA), with local support and coordination from partner institution Walailak University.

Dr Lauren Siegel was interviewed in The Irish Times for a piece entitled, "The selfie problem: Europe's museums grapple with problem crowds". The article explores selfie behaviour in museums and the challenges that social media present for cultural institutions. The Uffizi Galleries in Florence, The Louvre in Paris and the Palazzo Maffei in Verona are all used as examples to highlight incidents that were disruptive and damaging in the pursuit of photos.

[Link](#)



Institute of Hospitality Panel



Dr Ryan Yung was on the panel for "The Inclusive Leadership & DEIB," a webinar hosted by the Institute of Hospitality on 23 June 2026. Speaking alongside fellow industry and academic leaders, Ryan drew on his perspective as an academic, leader, and ex-hospitality manager to make the case for genuine diversity in senior leadership across both hospitality and higher education. He highlighted a pattern common to both sectors: workforces that are highly diverse at entry level but overwhelmingly white at the top. In hospitality, just 5% of executive committee roles are held by ethnic minorities, compared to 20% of staff from ethnic minority backgrounds.

The picture in higher education is much the same. Around 1% of UK professors are Black, and only 10 of 153 vice-chancellors are people of colour. At Greenwich, roughly 62% of students and 33% of academic staff are from Black, Asian and minority ethnic backgrounds, yet that figure falls to around 20% of academics at senior management level, and significantly lower still at executive and faculty dean level. Ryan's central argument was that representation is not decorative but consequential. Progress on gender at senior levels can mask a persistent race gap, and a lack of diverse voices in the room produces materially worse outcomes, from biased facial-recognition technology to self-service kiosks that exclude blind customers in hospitality. He closed on what it means for students: if they never see a leader who looks like them, we quietly signal how far they are expected to go. The task ahead, he argued, is to stop treating a diverse intake as the finish line and start being accountable for who reaches the top. A recording of the session is available on the Institute of Hospitality [website](#).

New Partnership

The University of Greenwich has signed a Memorandum of Understanding with the West Africa Tourism Organisation (WATO), creating new opportunities for research, knowledge exchange and scholarly cooperation across West and Central Africa.

The partnership was developed with the involvement of **Dr Peter Vlachos**. Research and knowledge exchange will be a central strand of the agreement, with TMRC providing an anchor for collaboration with universities, scientific bodies, policymakers, businesses and non-profit organisations across the region.

Joint research will aim to inform public policy and support responsible, sustainable and equitable tourism development. A key principle is that tourism growth should primarily benefit local people and communities, while also providing fair returns for responsible investors.

The partnership will also help challenge narrow perceptions of tourism in West and Central Africa. Beyond the familiar imagery of the "Sahara and safaris", the region offers UNESCO heritage sites, fashion, music and film festivals, cultural industries, nature-based tourism and adventure experiences.

A third strand will focus on two-way scholarly cooperation. The partners will explore shared learning opportunities for students in West Africa, while helping Greenwich students develop a deeper understanding of this diverse and rapidly developing region.

WATO has also agreed in principle to sponsor dissertation prizes for Greenwich students researching tourism in Africa, while WATO CEO Ola Wright will contribute to a future seminar series.

[Read the full University announcement.](#)



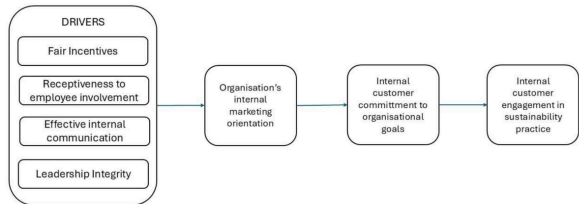


FIGURE 3 | Proposed model to increase employees' engagement in sustainability practices.

Dr Zivai Mare and Dr Humeysra Dogru Dastan published their research titled Internal Marketing of Sustainability: Nonmanagerial Employees' Perspectives in the Hospitality Sector in the journal, *Business Strategy and the Environment*. The research article explored the gap between sustainability strategy and its implementation, focusing on the perspectives of non-managerial employees who are at the forefront of operationalising these initiatives. Drawing on internal marketing, employees are conceptualised as internal customers whose needs, expectations and motivations must be addressed to foster meaningful involvement in sustainability initiatives. The study adopts a qualitative approach to explore non-managerial employees' awareness as well as experiences, motivations and challenges when operationalising sustainability initiatives. The findings indicate that implementation is hindered by misalignment between strategic intentions and communication, as well as by inadequate staffing, time, and material resources. The study contributes theoretically by foregrounding non-managerial employees' perspectives on the sustainability strategy–implementation gap and by proposing a conceptual model to enhance understanding. Practically, it demonstrates how internal marketing can be leveraged to strengthen employee engagement and improve organisational alignment with triple bottom line sustainability goals. By placing non-managerial employees' voices at the forefront, the research reveals critical insights into what organisations often overlook when translating strategy into practice.

- **Mare, Z. M., & Dogru Dastan, H. (2026).** Internal marketing of sustainability: Nonmanagerial employees' perspectives in the hospitality sector. *Business Strategy and the Environment*, 1–18. <https://doi.org/10.1002/bse.71174>

Dr Ryan Yung has contributed to a new study examining how extended reality (XR) is reshaping tourists' understanding of authenticity. Based on a systematic review of 63 studies, the paper shows that existing research has concentrated mainly on virtual reality, individual tourist experiences, and the idea that authenticity is something perceived and felt, rather than a fixed quality of a destination or object.

Importantly, the review highlights XR's potential to support more sustainable forms of tourism beyond its conventional use as a marketing tool. Virtual experiences, for example, could provide access to fragile, remote or environmentally sensitive sites without placing additional pressure on them.

The paper develops a framework explaining how the technological features of XR influence tourists' sense of authenticity and, in turn, shape their thoughts, emotions and behaviours. It also categorises different forms of authenticity, proposes a working definition of "authentic XR tourism", and identifies three priorities for future research.

This is the first paper from Nicole Nguyen's PhD by publication at Griffith University, Australia.

- Nguyen, N. Y. N. (Nicole), Novais, M. A., Le, T. H., & **Yung, R. (2026).** Rethinking authenticity in the rise of extended reality technologies in tourism: a synthesis and future agenda. *Tourism Recreation Research*, 1–23. <https://doi.org/10.1080/02508281.2026.2690971>

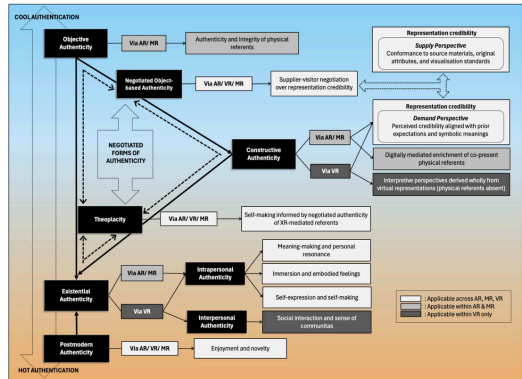
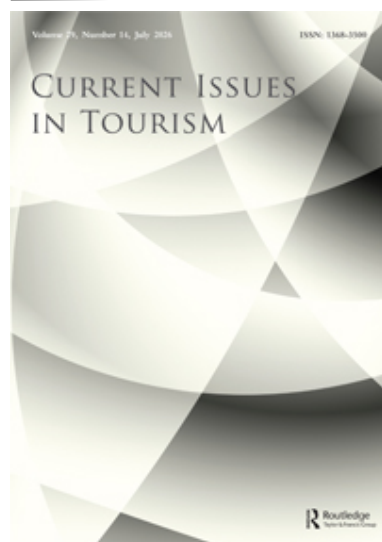


Figure 8. Typology-informed framework for authenticity in XR tourism.



THE
CLINK
CHARITY

Dr Maria Gebbels and **Isabella Ye** have published a new research letter examining the transformative role of hospitality within prison settings. Their paper explores how The Clink restaurant at HMP Brixton blurs the boundaries between imprisonment, education and social participation. Within this prison training restaurant, prisoners are repositioned as students and hosts, while diners become guests who participate, however briefly, in the rehabilitation process. Hospitality therefore extends beyond service delivery, creating opportunities to build dignity, develop vocational skills and support reintegration into society. Drawing on Derrida's concept of hospitality, the study also highlights the tensions within these encounters. Although The Clink can challenge stereotypes and reduce stigma, the restaurant remains shaped by the restrictions of the prison environment and may continue to reinforce divisions between those inside and outside the system. By combining theoretical analysis with evidence from a real-world rehabilitation programme, the research shows how hospitality can operate as a contested but potentially transformative space. The paper argues that hospitality should be understood not simply as a service, but as a means of reframing relationships, challenging exclusion and supporting social inclusion in marginalised settings.

- **Gebbels, M., & Ye, I. Q.** (2026). Rethinking hospitality in incarcerated spaces: The case of the Clink. *Current Issues in Tourism*, 1–4. <https://doi.org/10.1080/13683500.2026.2688464>

Dr Octavio Murekian and **Dr Klairoong Phairor** have published a new article exploring how virtual mobility can make international learning more inclusive within higher education. They argue that traditional academic mobility remains inaccessible to many students because of financial pressures, caring responsibilities, visa restrictions and disability-related barriers. Virtual mobility, defined as cross-border academic engagement through digital technologies, offers a more flexible and scalable route to intercultural learning. Drawing on examples including an international week embedded within a postgraduate programme, the authors show how well-designed virtual experiences can strengthen intercultural competence, digital collaboration and employability. However, they also highlight challenges such as unequal access to technology, limited engagement and the difficulty of recreating cultural immersion online. The paper argues that virtual mobility should not be treated as a temporary substitute for overseas travel. Instead, universities should embed it meaningfully within curricula, provide appropriate digital support and design purposeful opportunities for interaction and reflection.

- **Murekian, O., & Phairor, K.** (2026). Broadening access to global learning: The transformative potential of virtual mobility. *Widening Participation and Lifelong Learning*, 28(1), 210–221. <https://doi.org/10.5456/WPLL.28.1.210>



Happy to Chat event



On Monday, 6th of July, **Dr Minh Van** co-organise the highly successful inaugural 'Happy to Chat' event. This new initiative, spearheaded by GBS Head of PGR Dr. Crystal Tsay and supported by Prof. Petros Ieromonachou, is designed to enhance PGR students' wellbeing, foster a strong sense of belonging, and strengthen the broader research community at Greenwich Business School. The launch event was privileged to host Professor Dorothy Yen – Deputy Dean of Brunel University and founder of the Happy to Chat Registered Charity – as an inspiring external speaker. PGRs from various schools within GBS, alongside their supervisors, came together in a welcoming environment to build supportive peer connections, discuss their ongoing research, exchange innovative ideas, and explore exciting possibilities for interdisciplinary collaboration.

Publication Workshop

Dr Angie Ratcharak has been invited by Kasetsart University in Bangkok, Thailand, to deliver the international publication workshop for PhD students and early career researchers, taking place in the week commencing 29 June 2026.

The workshops are designed for interdisciplinary researchers and offers a practical, career-focused overview of the academic publishing process, covering:

- Overview of peer review and the editorial process
- How to identify appropriate journals and assess journal fit
- Common expectations regarding methodology and research contribution
- Responding to reviewer comments and managing revisions
- Ethics in publishing, including authorship, originality, and responsible practice
- How to translate research ideas into paper submissions
- How to develop the researcher behind the paper – researcher identity

Dr Ratcharak was joined by Dr Matteo Borghi, a journal editor from Henley Business School, University of Reading, UK, together bringing expertise across organisational psychology, technological advancement, and academic practice to support the next generation of researchers in strengthening their international publications.



International Adventure Conference

Dr Wenjie Cai and **Dr Isabella Ye** presented at the International Adventure Conference, hosted by Breda University of Applied Sciences. Alongside presenting their individual research, they shared emerging findings from the Brecks Regenerative Tourism Project and received the **conference award** in the “Sense of Place” category.

Isabella presented her latest work, Navigating the detour(ing) in more-than-human outdoor hiking. Drawing on everyday hiking experiences, the paper critically explored the conceptual possibilities of the detour. Rather than treating a detour simply as an interruption or inconvenience, Isabella examined how it can unsettle predetermined routes, disrupt a hiker’s sense of direction and challenge assumptions about knowing and navigating landscapes. Her presentation considered how detours may blur the distinction between knowing a landscape and being known by it. They can open hikers to fragments, contradictions, slowness and unexpected encounters, including routes they are forced to take or paths they are unable to follow. The presentation generated rich discussion about accessibility, inclusion and the assumptions that continue to shape outdoor adventure research.

Wenjie presented his experimental autoethnographic study, Screaming with *Florence + the Machine* on a Solo Lake District Hike. The work explores burnout, non-linear healing and surrender through an embodied account of hiking in the autumnal Northern Lakes. Moving through weather, terrain and music, and engaging with the work of Florence Welch, the research examines adventure through vulnerability, attention, slowness and relationality rather than through conventional narratives of conquest, risk and physical achievement.

Together, Wenjie and Isabella also presented the ongoing Brecks Regenerative Tourism Project on behalf of the wider team, including **Dr Nikki MacLeod** and **Dr Hai Nguyen**. The project is working with tourism organisations and communities in the Brecks to explore how tourism can contribute positively to local landscapes, heritage, businesses and communities. The team were delighted to receive the “Sense of Place” award in recognition of the project’s place-based and regenerative approach.





Dr Yakun Zhang and **Dr Dingning Liu** presented their latest research at the 55th Annual Conference of the European Marketing Academy, hosted by the University of Bath. **Yakun** presented collaborative research with Qian Zhang of Gachon University. Their paper, *The Social Side of Scarcity: When Time Limits Create Connection, Not Competition*, challenges the traditional view of scarcity as a tactic that creates urgency and competition. Using an experimental design, the study shows that limited-time scarcity can foster inclusivity and shared participation, rather than simply pressuring consumers to purchase. Drawing on social identity theory and uniqueness theory, it introduces perceived inclusivity as a new psychological mechanism explaining how scarcity appeals influence behaviour. The findings suggest that consumers who see promotional offers as open and accessible are more likely to make impulse purchases, particularly for hedonic products and when they have a lower desire for exclusivity. The research demonstrates that scarcity carries social as well as economic meaning, offering practical guidance for marketers seeking to frame limited-time promotions as shared opportunities that strengthen engagement and brand perceptions.

Dingning gave an oral presentation titled *Real-time Viewer Comments in Live-streaming E-Commerce*. The research examines how real-time comments influence sales in live-streaming e-commerce, which combines shopping, entertainment and social interaction. Across two empirical studies, the paper develops and validates a scalable AI-assisted method for categorising large volumes of viewer comments. It then examines how product-focused, social and incentivised comments affect sales, and how these effects vary according to live streamers' selling styles. The findings show that spontaneous comments can increase sales, particularly when streamers adopt professional or value-based styles. The research advances understanding of live-streaming e-commerce while introducing a novel generative AI approach for analysing unstructured interaction data.



ATLAS Conference

Dr Nikki MacLeod and **Katsuya Hasegawa** attended the ATLAS Annual Conference on Community, Collaboration and Co-creation in Times of Crisis, hosted by Leeds Beckett University in the final week of June.

Nikki presented *Co-designing Regenerative Tourism in The Brecks* on behalf of the wider research team, including Dr Wenjie Cai, Dr Hai Nguyen and Dr Isabella Ye. Delivered as part of the conference's Regenerative Tourism track, the paper explored the team's collaborative approach to developing regenerative tourism in the Brecks, with a particular focus on co-design, stakeholder engagement and place-based development.

Katsuya presented research examining how the idea of "community" is understood within LGBTQ+ tourism studies. Drawing on data collected in one of Tokyo's gay tourism districts, the presentation considered what these findings reveal about the relationship between gay tourism and community, and how that relationship may be reconsidered within tourism research.

The conference brought together researchers from around the world with a shared interest in rethinking the future of tourism, society, culture and regional development. Katsuya also participated in the PhD seminar held before the three-day conference, exchanging ideas with doctoral researchers from across the globe.



BUIRA Conference

BUIRA

At the 2026 British Universities Industrial Relations Association (BUIRA) Annual Conference, held at the University of Essex, June 2026, **Dr Laura William** presented a paper (with Jayne Cunningham and Prof. Sian Moore, Anglia Ruskin University) entitled "Self-regulation: the empty promise? A qualitative investigation into the efficacy of self-regulation for disability policy and practice." The paper examined the limits of voluntary approaches to disability governance, contributing to ongoing debates around regulation, accountability, and inclusion in employment relations. During the conference, Laura was also elected to the BUIRA Executive Committee, reflecting her growing contribution to the field and commitment to supporting the association's work.

The Council for Hospitality Management Education (CHME) 34th Annual Research Conference took place this year at the University of Surrey, with the conference theme of 'Advancing Excellence in Hospitality'. **Dr Maria Gebbels** delivered a workshop on 'AI in research' during the Doctoral Day, to a very engaged and ready-to-learn audience of PGRs and ECRs. She showcased a range of AI tools that can be used to enhance our research journey, and informed the audience of the latest guidelines on the use of AI in paper writing and funding bids. The workshop became also a space to ask some challenging questions about ethics of using AI, disclosure, transparency, and accountability. Maria also had a chance to present her research paper titled 'From Handwritten to Digital: A ChatGPT Enabled Methodology for Digitising Large Scale Customer Feedback'. This study makes a methodological contribution by demonstrating how ChatGPT can be used as a research tool to overcome long-standing constraints associated with handwritten, large-scale qualitative data, thereby advancing digital innovation for hospitality excellence and providing new opportunities for incorporating previously inaccessible customer insights into hospitality research and practice.



AHTMM Conference



Dr Fatemeh Mohamadi was invited to serve as a session chair-moderator at the 13th Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference, held in Macau from 22 to 26 June, where over 151 projects were presented across five days. She chair-moderated one of the online conference sessions on 25 June.

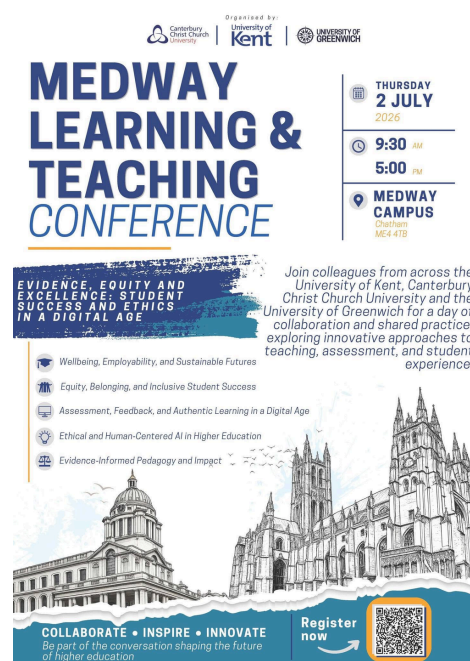
Fatemeh also presented, with co-authors, the research project Connecting with Local Life: Airbnb Motivations and Experiences in Mardin. The study examines how peer to peer accommodation contributes to the construction and mediation of destination meanings through the lens of connecting with the local, particularly in relation to authenticity, everyday cultural life, and place-based identity. It situates these processes within wider debates on how locals and destinations are imagined, experienced, and marketed, and how cultural and social practices shape tourism development, branding, and identity formation.

Medway Learning and Teaching Conference

Dr Maruf Salimon and **Dr Tharaka Wijesundara** presented two collaborative papers at the Medway Learning and Teaching Conference, held at the Medway Campus on 2 July 2026. Both presentations addressed the growing need for practical and ethically grounded frameworks to support the use of generative AI in higher education.

Maruf led the presentation AI in Higher Education: 9-Grid Ethical Usage Model: A Modification of the AIAS Framework. The study builds on the Artificial Intelligence Assessment Scale developed by Perkins et al. (2024), which primarily focuses on student use of AI. Maruf and Tharaka extend this framework to include the three key operational stakeholders within higher education: students, instructors and institutions. By introducing three levels of ethical AI use for each stakeholder, the research proposes a new nine-grid model designed to provide more comprehensive guidance across complex university settings.

Tharaka led the second presentation, From PAIR to Contextualised PAIRE: An Extended PAIR Framework with Ethics and Context. Building on Acar's PAIR Framework for AI-supported problem-solving, the research addresses its limited consideration of ethical judgement and the wider learning environment. The authors first add ethics to create the PAIRE Framework, before incorporating the contextual factors that shape AI use and learning. Together, the two papers contribute practical models for moving beyond temporary or fragmented adoption of generative AI towards more responsible, context-sensitive and institution-wide approaches.



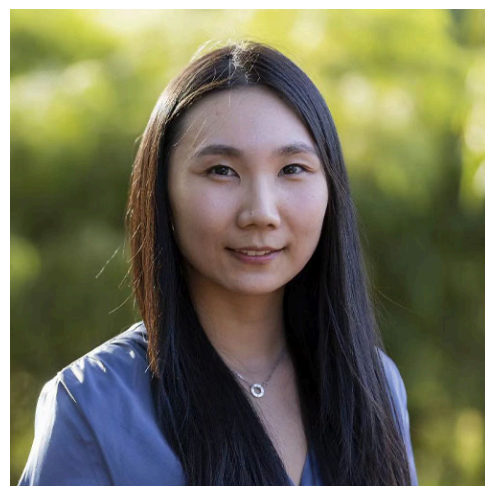


Dr Angie Ratcharak delivered a leadership development session for graduate engineers and data scientists with strong professional backgrounds, helping participants deepen their leadership awareness and identify a leadership style suited to their individual strengths. The session drew on an identity-based approach to leadership development, encouraging participants to explore who they are as leaders rather than simply what leaders do. The session took place on 20th and 21st June, attracting more than 140 participants and receiving overwhelmingly positive feedback, with many noting that the content was highly relevant to their current professional identity. This engagement was delivered in collaboration with Walailak University and Prince of Songkla University in the South of Thailand.

Meet our new colleague

Dr Dingning Liu joined the University of Greenwich as a Lecturer in Marketing. Her research interests lie in digital marketing, e-commerce, technology adoption and text analysis. She has strong expertise in conducting empirical studies and applying AI-assisted text analysis techniques.

Dingning completed her PhD in Marketing at Monash University, Australia. Her doctoral research focused on understanding the key drivers of sales in live-streaming e-commerce. Her thesis drew on large-scale field datasets and employed a variety of methodologies, including survey research, econometric analysis, and AI-powered machine learning. She has presented her research at academic conferences, including the European Marketing Academy Conference, the INFORMS Marketing Science Conference, and the Australia and New Zealand Marketing Academy Conference. Alongside her academic experience, Dingning brings several years of industry experience as a Product Manager and Search Engine Marketing Analyst. She also contributes to the academic community as a reviewer for the Asia-Pacific Journal of Business Administration.



Meet our PGR



Worravat Khamdee is a MPhil/PhD student and Postgraduate Research Teaching Assistant (PGRTA) at the University of Greenwich who joined the Tourism and Marketing Research Centre (TMRC) in November 2025 under the supervision of Dr. Klairoong Hawa Phairor, Dr. Fatemeh Mohamadi, and Dr. Nikki Macleod. Worravat first joined the Greenwich business school in 2020 for his BA Hons in Accounting and Finance, then continuing to an MA in International Business. During his master's degree he studied the economic impact that Muay Thai driven tourism was having on his home country of Thailand. He did data collection via in-person interviews at Muay Thai gyms and promotion companies across Thailand where he observed some interviewees having slurred speech and confessions of mistreatment which inspired him to consider the ethical and moral facets of Muay Thai. Continuing his interest in this industry, his PhD explores the role culture plays in enabling the way fighters may tolerate treatment by managers and gym owners in the Muay Thai industry.

Worravat is also a proud entrepreneur and angel investor who believes in supporting local businesses in his home country, which inspired his passion for business management and personnel interaction. He manages an automotive firm that converts internal combustion engine (ICE) to electric, reflecting his belief for a sustainable and people-first future.