



Welcome

Welcome to this summer's newsletter. We begin this issue by celebrating three remarkable events the Windrush Legacy: Celebrating Community Voices (co-organised by Myrtle), Laura's book launch, and Learning and Teaching Festival (co-chaired by Isabella). Well done!

June and July have been buzzing with activity. From Maria's co-launch of the new Parents and Carers Together (PACT) network to Angie's cross-border entrepreneurship boot camp in Malaysia, our colleagues are making meaningful impact across sectors and continents. Yakun and I are happy to secure Academy of Marketing funding to support early career researchers. We've also seen fantastic research dissemination and engagement. There's also growing engagement around AI and ethics, with Elisa and Melody shaping university-wide conversations, and Maria and I facilitating MGM's own AI in Research Day.

Finally, congratulations to our 3MT finalists Lana, our newly awarded PhDs, and a warm welcome to our new doctoral students.

This issue is packed. I hope you enjoy reading it as much as I did editing it.



The Windrush Legacy: Celebrating Community Voices



On Friday 13th June, **Dr Myrtle Emmanuel** and Professor Tracey Reynolds co-organised The Windrush Legacy: Celebrating Community Voices at the University of Greenwich. This event was part of the Windrush Summit 2025, hosted by Greenwich Research and Innovation in partnership with the National Windrush Museum.

The day brought together powerful moments of reflection, celebration, and community-led dialogue to honour the lasting contributions of the Windrush Generation to British society. It also bravely confronted the injustices of the Home Office Windrush scandal, offering a space for healing and critical discussion.



The day was opened by the keynote Dame Professor Shirley Thompson OBE. Her address will offer a searing reflection on the Windrush scandal and pay tribute to the resilience, strength, and dignity of those whose lives were upended by institutional failure.

Workshops throughout the day explored themes of intergenerational care, cultural heritage, and how the legacy of Windrush can be carried forward by future generations. The event closed with a timely conversation on community policing, trust, and systemic change, followed by reflections and a celebratory reception.



The event was generously co-sponsored by Greenwich Research and Innovation, the Institute for Inclusive Communities and Environment (FLAS), and the EDI Race Business Partner.

Book Launch

In June the Diversity Interest Group and the Centre for Research in Employment and Work were delighted to hold the book launch for *Claiming Disability Discrimination*, a monograph written by **Dr Laura William**, Professor Susan Corby and Professor Birgit Pauksztat. The book is based on a groundbreaking data set that provides unique insight into how claims for disability discrimination fare at Employment Tribunal.

We were joined by Stephen Robson a Senior Solicitor in Employment and Discrimination from the Disability Law Service. The event was introduced by VC Jane Harrington. A great time was had which culminated in a raffle to raise money for the Disability Law Service where a signed copy of the book was won by Dr Ruth Ballardie and £200 raised.



Funding Success

Dr Yakun Zhang and Dr Wenjie Cai secured £4,200 from the Academy of Marketing to host a capacity-building workshop for ECRs this November. The event, *Beyond Rankings: Reclaiming Research Integrity in Marketing Scholarship*, is designed to support doctoral students and ECRs navigating the pressures of publishing in a metrics-driven academic culture. Challenging the widespread myth that journal prestige determines REF success, the workshop offers myth-busting talks, practical REF evaluation exercises, and a LEGO Serious Play session exploring academic identity. It will feature contributions from senior scholars including a REF panel member, journal editor, and leading critics of the ranking regime. The day will conclude with the co-creation of an ECR-led Manifesto Against Metrics—a values-based guide to publishing with purpose. With an inclusive format offering hybrid access and travel bursaries, this promises to be a bold and timely intervention in shaping more equitable research cultures.



Launching Parents and Carers Together Community



Parent and Carers Together (PACT) Community

Parents and Carers Together (PACT) aims to create a supportive and inclusive community that fosters open dialogue and information sharing among University of Greenwich staff who identify as parents, parents-to-be, and carers.

Dr Maria Gebbels has played a leading role in launching the University of Greenwich's new Parents and Carers Together (PACT) Community, an inclusive staff network for parents, parents-to-be, and carers. Co-led with Dominique Thompson (Student and Academic Services), PACT was created in response to staff feedback highlighting the need for a safe, supportive space to share lived experiences, access resources, and build a sense of belonging.

The network was launched during Carers Week 2025 (9–15 June), themed *Caring About Equality*, which highlights the inequalities unpaid carers face—such as poorer health, financial hardship, and reduced access to education and career opportunities.

If you would like to join PACT or find out more information, please contact Maria and Dominique via the [MS Teams group](#)

Judging panel for Wanderlust Magazine's Travel Green List 2025

Dr Lauren Siegel was invited to be on the judging panel for Wanderlust Magazine's Travel Green List 2025:

<https://www.wanderlustmagazine.com/inspiration/travel-green-list-2025/>

This list is in effort to draw attention to the good being done in the travel industry and show where actions meet or exceed sustainable promises found in marketing copy. Some of the winners include The Azores, Otago Peninsula, New Zealand, Tobago, Mogul, Brazil, and Kibale National Park, Uganda.



Three Minutes Thesis

MGM is well represented in this year's three minutes thesis (3MT) competition. Lana Yi won the Faculty heats and participated into the finals of the 3MT competition. Katsuya Hasegawa was second in the faculty heats. Congratulations! Please see below Lana's reflection of her 3MT experience:

During the 3MT competition, I presented my PhD research on online feminist discourse and self-gifting lingerie in China. I was honoured to receive the Judges' Prize and go on to represent the Business School in the university final.

Condensing my interdisciplinary research into a three-minute presentation was a rewarding challenge. It helped me clarify my core arguments and communicate the broader relevance of my work to non-academic audiences. I recorded multiple versions before selecting the final submission, and the process made me aware of the differences between video and in-person presentations.

The experience boosted my confidence, reminded me of the importance of accessible communication, and served as a valuable exercise in preparation for my future viva. It also influenced how I now shape the narrative of my PhD thesis.

Presentation Video: [3MT presentation-Lana Yi.mp4](#)



PhD success & welcomes



Al-Hassan Adam successfully defended his thesis, titled "The Drivers and Approaches of Private Equity Financing in the Global Health Systems: A Case Study of Ghana and Kenya", supported by a supervisory team of Jane Lethbridge, Vera Wegmann, and David Hall.

Essie Omoma has successfully passed her PhD transfer.

A very warm welcome to our new PhD students, **Zoyi So** and **Terrance Ancheary**, who join our community recently.



On 18 June, **Dr Elisa Pannini** and PhD student **Melody Chigogo** represented MGM at a university-wide knowledge exchange symposium exploring the ethical implications of AI in recruitment, education, and research. Held at the Cooper Powerhouse co-working space, the event brought together colleagues, partner organisations, and members of the public for a day of interdisciplinary dialogue.

Melody chaired the session and Elisa joined the expert panel to share her insights on the use of AI in education and research. This symposium marked an important step in advancing university-wide conversations on the ethical integration of AI. Both Melody and Elisa's contributions exemplify MGM's commitment to shaping thoughtful, inclusive approaches to technological change in academia.

Innovate Malaysia: Angie leads cross-border start-up boot camp for early-stage entrepreneurs

On 28–29 June, **Dr Angie Ratcharak** led the organisation and delivery of the Innovate Malaysia Start-Up Intensive Weekend, a vibrant two-day boot camp that brought together over 20 aspiring entrepreneurs, early-stage founders, and students in Puteri Harbour, Malaysia. Hosted at 42 Iskandar, the event focused on transforming early-stage ideas into viable start-up ventures through immersive learning and hands-on development.

This cross-continental initiative, supported by the KE4Impact Fund (Evaluator Strand) awarded by Greenwich Research and Innovation (GRI), was rooted in research around entrepreneurship education, leadership development, and digital innovation. It aimed to deliver practical impact aligned with the UN Sustainable Development Goals (SDGs) and Official Development Assistance (ODA) objectives.

The weekend featured a dynamic mix of workshops and expert-led sessions. Angie opened with an engaging session on leadership development in start-up contexts, tackling themes such as leader identity, team dynamics, and people management. Dr Matteo Borghi (Henley Business School) followed with practical insights into business modelling, lean start-up methods, and no-code website creation.

Sessions on funding and legal frameworks were led by Celene Shee Tian Yee and Tianhao Chua (Profectant Corporate Services), while the Entrepreneur Roundtable chaired by Angie welcomed industry leaders including Dr Daniele Gambero (Malaysia PropTech Association), Ken Neoh (Infinite Loop Media), and Keffcy Chan (Imagine AI).

The programme made real-world impact by advancing knowledge exchange, building participants' confidence, and fostering inclusive, sustainable innovation. It also strengthened UK–ASEAN collaboration, showcasing how applied research and community engagement can drive global entrepreneurship.





This year's Learning and Teaching Festival was titled Transformative Education: Integrating Perspectives for Inclusive and Sustainable Excellence. The Learning and Teaching Festival Lead was **Dr Isabella Ye** with **Dr Peter Vlachos** as part of the Organising Committee.

MGM colleagues were among the reviewers of abstracts submitted for the festival: **Dr Juliane Thieme, Dr Fatemeh Mohamadi, Dr Angie Ratcharak**

A number of MGM colleagues presented their papers at the festival:

- Creating a scaleable social enterprise learning model (for non-experts!) (Christopher J. Birch, **Paul Booth**, and Parisa Baig)
- Authentic Learning through Partnership: Co-Creating Marketing Solutions with SMEs in an AI-Enhanced Context (**Yakun Zhang**)

Navigating Acculturation: Supporting Inclusive Success for International Students (**Octavio Murekian** and Nataly Del Mar Mena Ospina)

Click, Swipe, Slay: Building Beauty Brands in the Digital Age. A co-created Digital Marketing Strategy assessment. (**Emma Connor**)

Authentic Learning through Partnership – A Marketing Perspective (**Helen Kofler, David Jennings**, and Jade Spence)

Navigating Technological Challenges in Authentic Assessment for Event Management Education (**Joanna Goodey**, Claire Lee, and Libby Carter)

The value of 'British' in international and transnational higher education: and exploratory survey of the current landscape (**Peter Vlachos**)

Supporting students in formulating knowledge through authentic assessment (**Ewa Krolikowska-Adamczyk** and **Pamela Zigomo**)

Collaboration Conundrums – Reflecting on insights from the Hindsight Heroes (**Pamela Zigomo**)

MGM was also represented on two of the afternoon panel discussions with **Peter Vlachos** chairing the panel on Reimagining Pedagogies for Resilience in Education and Isabella Ye chairing the panel on Authentic Learning through Partnership which had 100% MGM panel membership: **Emma Connor, Joanna Goodey and Ewa Krolikowska-Adamczyk**.

SEDA symposium: Students and staff working in partnership symposium



Dr Ewa Krolikowska and Dr Pamela Zigomo gave their lightning talk on: '10 years of working with students as partners: Reflecting on the (long-term) value of co-creating knowledge' at Students and staff working in partnership symposium.

The paper identifies a gap in the literature on the long-term value in working with graduates as partners which we propose is worthy of exploration. Social bonds formed through the co-creation of knowledge between students and tutors can lead to relational capital which can be further invested in future projects once students graduate and are in the workplace. We presented our circular economy of knowledge co-creation model and finished with a call to action for attendees to plan their legacy from working with students as partners.

In the Media

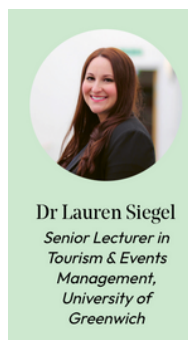
Dr Lauren Siegel was interviewed by Irish Sunday Independent on the topic of social media causing people to mimic bad behaviour whilst on holiday. This was in the context of tourists rubbing the breasts of Dublin's Molly Malone statue for "good luck" - a rumour that began online. ([Link to article](#))

In the interview, Lauren explained that we increasingly "perform for our online audience in the physical world," which can cause a disconnect between digital performance and real-world consequences. She highlighted how acts that are transgressive or disrespectful often gain traction because they generate online engagement, leading to widespread sharing and imitation.

Reflecting on broader patterns, Lauren noted a sharp increase in this kind of behaviour over the past decade, linking it to the influence of social media. "Once you see it online, there's that kind of mimicked behaviour—of wanting to replicate what you think is normal," she said. This mimicry, coupled with a growing desensitisation to such actions, fuels a cycle where tourists think, "Well, if they're doing it, it can't hurt if I do it."



A woman touches Molly Malone's breasts at the statue on Suffolk Street in Dublin. Photo: Frank McGrath



Dr Lauren Siegel
Senior Lecturer in
Tourism & Events
Management,
University of
Greenwich

Sunday Independent 

Keynote - ABTA Conference

Professor Neeru Malhotra was invited as keynote speaker at the ABTA conference -Delivering Customer Service Excellence, which was held on the 18th June in ABTA, London. Neeru delivered a session discussing emerging trends in customer service in the travel and tourism industry. In particular, the session focused on customer trends and priorities and highlighted the significance of delivering quality customer service for travel and tourism firms from the services marketing perspective.



Invited Talk



In June, **Dr Vera Wegmann** was invited by the Korean Public Service and Transport Workers' Union (KPTU) to South Korea to provide expertise on public ownership and the energy transition. She spoke at the National Assembly (Parliament) and engaged in meetings with MPs, trade unionists, and environmental activists, sharing lessons from Europe as South Korea phases out coal and expands renewables. Vera's talk highlighted the risks of increasing privatisation in both gas and wind energy, and the need for public pathways to ensure a just and equitable energy transition.

CHME Conference and awards



Dr Maria Gebbels and **Dr Juliane Thieme** represented the University of Greenwich with distinction at the 33rd Council for Hospitality Management Education (CHME) annual conference, hosted this year by Edge Hotel School at the University of Essex. Maria's paper, 'Starting them young: Facilitating early engagement in healthy eating and hospitality careers', was a standout. Based on her work with Hrvoje Loncarevic MIH on the Healthy Packed Lunches Competition (HPLC), the paper explores how hospitality professionals can collaborate with primary schools to promote healthy diets while inspiring future interest in hospitality careers. Her work captured the spirit of this year's conference theme, *#TransformativeHospitality*, and earned her two top accolades: Best Paper in the 'Critical and Cultural Studies of Hospitality' track and the Overall Best Paper of the conference—an award sponsored by the Institute of Hospitality. Juliane presented her ongoing research on female chef networks, sparking thoughtful discussion and receiving encouraging feedback from session attendees. She was also one of five recipients of a CHME bursary, which recognises promising research contributions and supports engagement across the hospitality academic community.

Critical Tourism Studies Conference

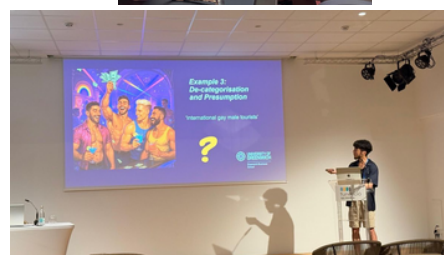
Colleagues and PGRs are well represented at the Critical Tourism Studies (CTS) Conference in Mallorca, bringing bold ideas and boundary-pushing methods to the international stage.

Dr Isabella Ye and **Dr Wenjie Cai** captivated audiences with their theatrical performance "Waiting to Move: Temporal Bordering as Barriers in Travel Mobility." Through embodied storytelling, they explored how time itself can act as a border, materialising in prolonged visa delays, suspended movement, and the uncertainty faced by travellers caught in limbo. Far from mere performance, their play was embraced as critical method: a way of knowing, relating, and resisting. It offered a powerful invitation to reimagine temporality, identity, and community through deeply affective engagement.

PhD candidate **Katsura Hasegawa** shared a thought-provoking presentation on 'queering' as a research paradigm in tourism studies. Moving beyond LGBTQ+ themes, Katsura proposed queering as a paradigm, one that embraces fluidity and disrupts fixed categories in tourism research. The analogy of "floating in a flowing river" beautifully captured the call to remain open to shifting perspectives and hidden power structures.

Dr Lauren Siegel presented on the intersections of social media-induced tourism that have not yet been explored. This phenomenon has been found to contribute to cultural erosion, overcrowding, congestion, commodification, loss of privacy, rising living costs and decrease in quality of life for locals and, thus, more research in this area is needed. Research was conducted in a setting where nuanced travel behaviours unfold in both the frontstage and backstage. This research aimed to extend the theoretical literature, while underscoring the critical lens on the social impacts that accompanies this line of inquiry.

The conference also was an excellent opportunity for networking, exploring creative ideas and philosophical discussions. All of us returned feeling inspired.



IATOUR International Conference

Dr Samantha Chaperon presented a research paper at the IATOUR International Conference on Tourism (ICOT) in Dubrovnik, Croatia, from 25th–28th June. The theme of the conference this year was Regenerative Travel: Balancing technology and Sustainability. Co-authored with **Dr Wenjie Cai**, and former Visiting Scholar Dr Kadir Cakar from Mardin Artuklu University, Türkiye, the paper was entitled 'Regulating Uber in the Peer-to-Peer Economy: A Tourism Stakeholder Salience Analysis'. Samantha is a member of the Scientific Committee for ICOT and was also invited to chair a session on 'Stakeholders' Perspectives'.



XR Salento 2025 International Conference on Extended Reality



Dr Ryan Yung and Alessandra Marasco (National Research Council of Italy – Institute of Heritage Science) chaired the thematic session “eXtended Reality for Cultural Tourism Sustainability” at the XR Salento 2025 International Conference on Extended Reality in Otranto, Italy. The session showcased five papers exploring how immersive 3D avatars, extended reality technologies, real-time dialogue simulators powered by large language models (LLMs), and speech interaction can promote sustainable cultural tourism. These innovative approaches offer user-centered and engaging ways to enhance visitors’ experiences with heritage science assets.



The conference, which ran from 17–20 June, itself brought together a remarkable spectrum of work from myriad industries, including emotional humanoid robots, mixed reality surgical assistive tools, and educational medical simulations designed to help students visualize complex concepts.

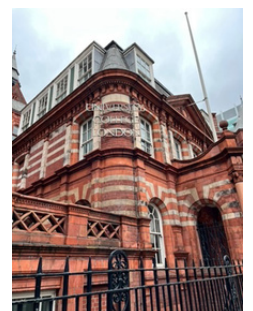
International Scientific and Practical Conference

At the XIV International Scientific and Practical Conference “Innovative Technologies in the Hotel, Restaurant and Tourism Business” held on 22 May 2025 in Ukraine, Agnes Wong and **Dr Peter Vlachos** presented their research on the Hong Kong Food Expo. Their paper, “Impact of Hong Kong Event Servicescape on Chinese Tourists’ Satisfaction and Behavioural Intentions”, explores how the design and atmosphere of the event influence visitor satisfaction and behaviours, including their intention to return and recommend the event.

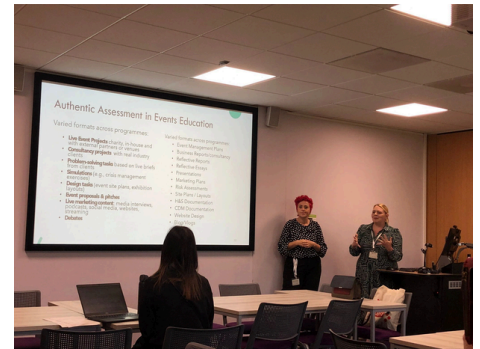
Reflection -student-led UCL Sociology Network PhD Student Conference

by Katsuya Hasegawa

On the 3rd of June, I attended the student-led UCL Sociology Network PhD Student Conference, held at University College London. At the conference, I gave a presentation on the potential applications of Queer Theory in the field of tourism sociology. This event provided an excellent opportunity to exchange ideas with fellow PhD students in sociology from universities across the UK. The discussions were highly stimulating and inspiring, broadening my perspectives on current research in the field. This year marked the first UCL Sociology Network PhD Student Conference, and the organisers shared plans to continue the event in the coming years. For PhD students, the conference is a valuable opportunity to connect and network with peers from other institutions. If you are considering participating next year or are interested in possible collaborations with Greenwich as a Greenwich student, I encourage you to reach out and get involved.



Joanna Goodey represented the University of Greenwich at the AEME (Association for Events Management Education) Forum 2025, where she presented collaborative research on Authentic Assessment and Technology in Events Management Education. The session, delivered alongside co-researcher Dr Libby Carter and on behalf of Claire Leer, explored how technology can enhance experiential and authentic learning within events curricula.



Research Outputs

Dr Angie Ratcharak's latest work explores how clinical leaders' behaviors influence the safety climate within hospitals during crisis situations. Focusing on two core leadership styles—initiating structure (task-oriented actions) and consideration (relationship-oriented actions)—the study surveyed 108 leader–follower pairs from 21 public hospitals over a one-year period. The findings reveal that while consideration behaviors, such as showing support and building trust, are highly valued during stable periods, their positive impact on safety climate diminishes as the severity of a crisis increases. Conversely, initiating structure, which involves providing clear guidance, setting expectations, and organizing work, becomes increasingly vital during crises, offering much-needed clarity and stability to healthcare teams. The research further examines the moderating role of leaders' positive affectivity, finding that while it can enhance the benefits of consideration behaviors, this effect is less pronounced in high-stress crisis environments. These results highlight the importance for healthcare leaders to dynamically adapt their leadership approach in response to evolving circumstances, balancing supportive relationships with decisive, structured actions. The study provides actionable insights for leadership development and crisis management training in healthcare, emphasizing that effective crisis leadership requires a flexible blend of structure and support to maintain a strong safety climate.



- Ratcharak, P. (2025). Leadership dynamics in health care crises: The impact of initiating structure and consideration behaviors on safety climate in public hospitals. *Health Care Management Review*, 50(3), 221–231.
https://journals.lww.com/hcmrjournal/fulltext/2025/07000/leadership_dynamics_in_health_care_crises__the.7.aspx

Joanna Goodey's article explores a pilot project aimed at decolonising events, tourism, and hospitality education through a co-created “Unworkshop” with students as partners. Recognising that traditional approaches to decolonising curricula often remain superficial, Goodey adopted critical pedagogy to engage students in co-designing an event that would challenge embedded power dynamics and centre lived experiences. A small group of diverse undergraduate and postgraduate students collaborated as organisers, representatives, and consultants, contributing to the event’s participatory design and delivery. The Unworkshop format emphasised flattened hierarchies, inclusive catering, and active discussion, with a focus on unlearning dominant knowledge systems. Key themes included empathy, radical listening, and critical reflection on privilege and institutional structures. While the project enhanced student voice and increased staff confidence in engaging with decolonisation, it also highlighted structural limitations such as institutional control, limited representation, and lack of resources that constrained full co-creation. Participants noted the need to avoid oversimplifying “decolonisation” and instead treat it as a complex, ongoing process. The project provided valuable insights for embedding inclusive practices in curriculum design and sparked continuing conversations. Though limited in scale, the Unworkshop laid a foundation for future co-creative and critically reflective initiatives in higher education.

- Goodey, J. (2025). Exploring Decolonising Events Tourism and Hospitality: Designing an Unworkshop with Students as Partners. *Teaching and Learning Together in Higher Education*, 1(46). Retrieved from <https://repository.brynmawr.edu/tithe/vol1/iss46/7/>

Dr Pamela Zigomo, Dr Ewa Krolikowska, and their BA Events Management graduates Jenny Hamblin, Joe Blomfield, and Lauren Gater-Moray have published their co-authored reflective essay: Co-creation through Pushing Boundaries: Reflections on Working with BA Events Management Students as Partners on a Final Year Module. The essay is based on 10 years of working with students as partners on the Contemporary Issues in Events Management L6 module and includes reflections from both graduates and tutors culminating in three themes which are central to the success of effective and transformative knowledge co-creation: Culture, Organisation and Inclusivity. Their paper contributes to the literature as an example of a “whole-class” approach to working with students as partners as advocated by Bovill (2020) which emphasises the importance of involving all students in partnership work, not just the privileged few. The paper reflects on the success of our work, despite the barriers which prevent students and tutors being truly equal in this partnership.

- Krolikowska, E., Zigomo, P., Hamblin, J., Blomfield, J., & Gater-Moray, L. (2025). Co-creation through pushing boundaries: Reflections on working with BA Events Management students as partners on a final year module. *Teaching and Learning Together in Higher Education*, (46). <https://repository.brynmawr.edu/tlthe/vol1/iss46/8>

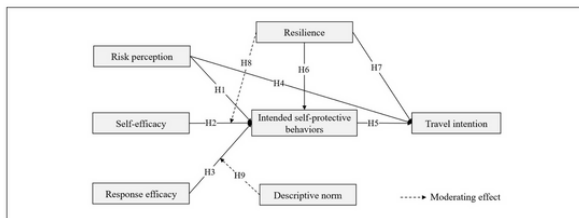


Figure 1. Research framework.

Dr Hai Nguyen and colleagues have recently published a study exploring how tourists make travel decisions during a crisis such as COVID-19. Drawing on Protection Motivation Theory (PMT) and psychological resilience, their research examines how perceived risks, self-efficacy, response efficacy, and resilience influence protective behaviours and travel intentions.

Their findings reveal that self-efficacy (belief in one's ability to take protective actions) plays the most significant role in encouraging such behaviours, which in turn positively influences travel intention. Psychological resilience also emerged as a key factor—while not directly encouraging protective actions, resilient individuals were more likely to intend to travel despite risks. Notably, descriptive social norms (what others around us are doing) can actually weaken the link between belief in protective actions and actually engaging in them.

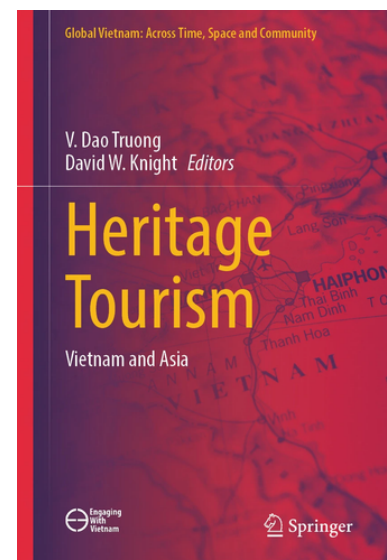
The study highlights the importance of equipping travellers with both confidence and accurate information to foster safe travel behaviours during public health crises, offering valuable insights for policymakers and tourism practitioners.

- Truong, H.-D., Nguyen, H. T. T., Nguyen, H. N., Nguyen, H. V., Tran, N. T. T., & Bui, H. T. M. (2025). The role of resilience, risk perception, efficacy belief on protective behaviours and travel intention. *SAGE Open*, 15(2). <https://doi.org/10.1177/21582440241257855>

Dr Hai Nguyen co-authored a new book chapter that provides a comprehensive overview of authenticity research in tourism, with a particular focus on cultural heritage contexts. Using advanced bibliometric methods and visualisation tools like VOS Viewer, the chapter maps out the evolution of authenticity scholarship—highlighting key publications, influential authors, and emerging themes.

Their analysis reveals a steady growth in research on authenticity, especially in Asia, and identifies the most impactful contributions and collaboration networks in the field. The chapter offers valuable insights into how authenticity is theorised and applied in heritage tourism, making it a useful resource for both academics and practitioners.

- Nguyen, H. T. T., Truong, H. D., Nguyen, H. N., & Bui, H. T. M. (2024). A bibliometric analysis of authenticity in cultural heritage tourism. In A. B. Nair, A. Raj, & N. D. Raj (Eds.), *Cultural heritage and tourism: A global perspective*(pp. 111–126). Springer. https://doi.org/10.1007/978-981-96-5427-7_8

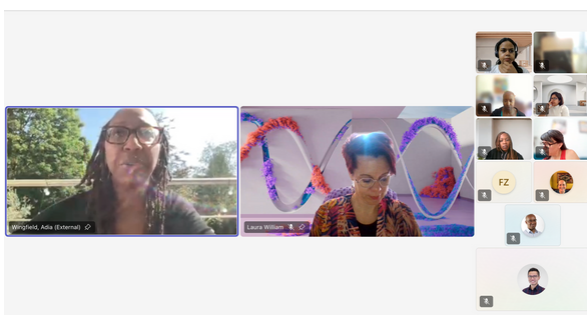


On 10 July, **Dr Wenjie Cai** and **Dr Maria Gebbels** hosted a full-day workshop on Generative AI and Research for colleagues in the School of Management and Marketing. The session offered a mix of hands-on experimentation and critical discussion, encouraging participants to engage with tools like Perplexity, NotebookLM, Storm, ChatGPT, and Connected Papers, while imagining their ideal AI research assistant.

The workshop explored how AI can support literature reviews, ideation, and digitising handwritten data, while also addressing pressing questions about ethics, authorship, and responsible use. Participants reviewed current AI policies from major publishers, funders, and universities, and engaged in scenario-based conversations around ethical grey areas. Discussions touched on disclosure, international student support, and the need for clearer institutional guidance. As AI becomes more embedded in academic life, creating space to pause, question, and shape thoughtful practices is more important than ever.



DIG and CREW seminars July 2025



At DIG and CREW we were delighted to host our visiting professor, **Prof Adia Wingfield**, Professor of Sociology, from the University of Washington.

Our first session was external facing and titled: “From Florida to Westminster: Global attacks on EDI and what comes next” and included speakers Dr Graham Symon, Dr Laura William, Dr Kenisha Linton-Williams and Prof Adia Wingfield as keynote.

We discussed the global influence of the United States EDI discourse. Given the tide from across the Atlantic moves quickly, this event sought to understand the influence of the pushback against DEI in the US, its impact on the UK and strategies for resistance. We discussed insights such as race grounded policies and scope for tripartism. With a good attendance online and in person, this event was insightful and offered hope against a turbulent political context.

Our second session was titled “Emerging voices: Navigating EDI pushback in research and academic careers: An interactive session for PGRs and Early Career Academics with Prof. Adia Wingfield” This session built on our recent external workshop to create space for PGRs and early career academics at the University of Greenwich to reflect on how the global backlash against EDI is shaping their research, sense of identity, and career pathways. Prof Adia Wingfield gave expert insight into the challenges from across the Pond, how they can be navigated and provided strategies for doing socially engaged research in a shifting landscape. Attended by academics and PGRs from across three faculties, this event was engaging and challenging.

The 2025 PSIRU Summer School, held at the University of Greenwich from 30 June to 5 July, brought together 25 participants from around the world with the vast majority being mostly from the Global South on full scholarships. The week-long programme focused on building research capacity to support public service development, with sessions on corporate research, public service financing, taxation, private equity, data visualisation, surveying, interviews, focus groups, and media engagement. Participants benefitted from expert teaching delivered by leading academics and practitioners globally, fostering skills development and international collaboration in support of public pathways and a just transition.



KE Award 2025

Project Awards	Place-Based Initiative	The Award for Place-Based Initiative recognises a collaboration in a specific geographical area to tackle and provide solutions to unique challenges and opportunities with applied research.
	Strategic Partnership	The Award for Strategic Partnership celebrates collaborations that come together to co-develop solutions to real-world problems, not just once but as a sustained relationship built on mutual benefit and reciprocity in knowledge exchange, including access to resources, expertise and infrastructure.
	Commercialisation Initiative	The Award for Commercialisation Initiative recognises and celebrates the successful practical application of research into a market-ready product, service or solution through spin-out, start-up or licensing, bridging the gap between discovery and deployment and strengthening research institutions reputation for applied impact.
	Impact-Led Initiative	The Award for Impact-Led Initiative recognises purpose-driven knowledge exchange, which move beyond academic metrics to focus on outcomes that matter to people and communities and prioritise a co-created solution developed with stakeholders.
People Awards	Advancing KE Culture	The Award for Advancing KE Culture recognises institutions that prioritise an institution-wide KE culture, making universities and organisations more connected and responsive - and advancing the practical application of academic discovery.
	KE Team	The Award for KE Team recognises multi-disciplinary teams who collaborate internally and with external partners to achieve outcomes and impact that would not be possible working in isolation.
	Sector Collaboration	The Award for Sector Collaboration recognises that collaboration between research institutions and/or universities amplifies collective expertise, tackles common challenges and gives visibility to knowledge exchange both nationally and globally.

The Knowledge Exchange UK [KE Awards 2025](#) are now open for submissions. We are currently seeking suggestions for submissions from individuals and teams that create KE impact.

All award submissions will be supported by the Communications Team, which will make submissions centrally. This will help to ensure that we avoid submitting competing bids and maximise our chances of success.

External awards provide the opportunity for us to get recognition for the innovative and often sector-leading work underway within our university. Celebrating our successes is a key part of our Strategy 2030, and we can support you to receive external recognition for your work.

If you would like to nominate a project or person please contact internalcommunications@gre.ac.uk, setting out how they meet the award criteria. Submissions will need to be prepared and sent to the Communications Team **by 5pm on Friday 1 August 2025**.