

W. JAMES WHYTE

VISITING RESEARCH FELLOWSHIP

Adjunct Professor Jamie Murphy - visiting fellow 2018

Adjunct Professor Jamie Murphy recently spent time at the University of Queensland (UQ) Business School, visiting our tourism discipline as part of the W. James Whyte Visiting Research Fellowship.

Having come from the University of Eastern Finland, Jamie's expectations of UQ Business school were high.

"I had high expectations and UQ Business School exceeded these expectations," said Jamie.

"The departmental collegiality was warmer than ever I imagined and that struck me. UQ is also a beautiful campus with such a positive vibe."

His experience with our tourism academics was a highlight for him, with an open door attitude that always encouraged collaboration.

"My experience working with the academics was inspiring and encouraging, particularly given their multiple responsibilities. Their doors were usually open and the ensuing conversations were thoughtful and enjoyable," he said.

"I loved seeing and experiencing a world-class tourism team. Karen Hughes, Jan Packer and Roy Ballantyne are doing fascinating research on values. And Sara Dolnicar... how does she do so much so well?"

His time at UQ Business School was highly productive, connecting with several of our tourism academics on various projects.



"I'm in the early stages and hope to collaborate with Sara Dolnicar on food waste research, and with Lisa Ruhanen and Leonie Bowles on a Nature Based Solutions (NBS) manuscript," said Jamie.

"Pierre Benckendorf and Richard Robinson kindly shared updates on the UQ Tourism MOOC. Karen Hughes and Judith Mair introduced me to Lady Elliott Island as a possible case study. Lots happened and we'll see what evolves."

Jamie came out of the fellowship having thoroughly enjoying his experience.

"The fellowship has afforded me the opportunity to experience a world-class working environment and world-class tourism academics," he said.



Profile

An Adjunct Professor with the University of Eastern Finland, Jamie's hospitality background and an MBA from Michigan State University led to European marketing manager for PowerBar and Greg Lemond Bicycles, and both an MS and PhD from Florida State University.

Jamie chairs the Google Ad Grants Online Marketing Challenge, ensuring the Challenge provides a solid academic experience for the students and worthwhile consulting for the participating non-profit organisations. His industry and academic experience spans five continents and includes hundreds of publications in academic journals, international conferences and leading newspapers such as The New York Times and Wall Street Journal.

Professor Murphy's research includes food waste, robotics, Massive Open Online Courses (MOOCs) and effective Internet use for citizens, businesses and governments. His academic passion, however, is teaching and mentoring great students.