

# W. JAMES WHYTE VISITING RESEARCH FELLOWSHIP

## Dr Anita Zehrer – Visiting Fellow 2019

Dr Anita Zehrer recently returned to The University of Queensland Business School as part of the W. James Whyte Fellowship.

Having had a positive experience during her previous visit, Anita was very appreciative of the opportunity to come back to the University.

“My visit was great! Everything was incredibly well organised and I very much felt a part of the team. Altogether, it was a remarkable and enriching experience,” says Anita.

Having been invited back on a second fellowship enabled her to continue her work with many tourism academics, especially Associate Professor Pierre Benckendorff.

“Pierre and I already worked together back in 2012, so it was easy coming back together and get back into the swing of things,” she said.

“We are currently preparing a journal publication in the Family Business Review, detailing how family run businesses are the most prevalent, especially in the tourism industry, taking a bibliometric analysis into the field.”

Anita’s experience with other tourism academics was also notable, giving her the support and resources needed to conduct high-quality research.



“I got great value from the conversations with other members of the tourism team and at the research seminar I held, we discussed potential common research interests for the future,” says Anita.

By the end of her visit, Anita felt that her time at UQ afforded her to “work in an inspiring environment together with like-minded academics, to foster an enduring professional relationship with UQ Staff and to set the grounds for an ongoing collaboration well beyond the life of the Fellowship – and unforgettable experience.”





## Profile

Dr Anita Zehrer (PhD – Social Science, Innsbruck University) is the Head of the Family Business Center at the Management Center Innsbruck (MCI) as well as Head of Research (Unit Management & Society) at MCI.

Her academic background is in Business Administration, and after graduating from Innsbruck University with a PhD, then went on and accomplished a post-doctoral lecturing qualification at the Catholic University of Eichstatt-Ingolstadt in Germany. Dr Zehrer's research interests comprise of consumer behaviour in tourism, service experiences and design, family business management in tourism and epistemology in tourism and tourism education.

She is also a member of many international Academic and Tourism Advisory boards on both a domestic and global level.