

CAUTHE 2021 CONFERENCE ONLINE

TRANSFORMATIONS IN UNCERTAIN TIMES: FUTURE
PERFECT IN TOURISM, HOSPITALITY AND EVENTS

9-12 February | #cauthe2021 | We're expecting you!



INTERACTIVE DISCUSSION

Researching for your wellbeing: How can you help?

Wednesday 10 February 08:00- 09:00 (AEDT)

Chair

Raymond Fisk is Professor of Marketing in the McCoy College of Business at Texas State University. Dr. Fisk is a leading researcher in the field of service research. He founded the AMA Services Special Interest Group (SERVSIG) in 1993 and recently founded [ServCollab](#), whose goal is to serve humanity through service research collaborations that improve human wellbeing. The American Marketing Association made him the Inaugural Recipient of the SIG Leadership Award in 2016. He received the Career Contributions to the Services Discipline Award from SERVSIG in 2005. In 2012, he received the Grönroos Service Research Award from the Hanken School of Economics, Finland.