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Marketing Innovation & the FUTURE of Tourism

Prof. Luiz MOUTINHO
Visiting Professor of Marketing
Suffolk Business School
Faculty of Arts, Business and Applied Social Science
University of Suffolk

Abstract

This presentation encapsulates the flow of change that society is experiencing and which reflex to unstoppable changes in understanding the role of marketing. This flux of mutation is driven by a relentless pace of technological advances which are shaping an incredible and challenging future – and which reflex also to the entire tourism industry worldwide: tourism responding to new social and technological drivers. The talk highlights technological developments, some trends and concepts will be covered - from personalised environments, personalised service spectrums and personal informatics… to frontierism, holographic laptops and EMOWEAR. Towards the end of the presentation, some ideas about trends in tourism marketing research will be explored. Special highlights will be given to the role of human emotions and new ways of capturing people's emotions - both strongly influencing the tourism's future.

Date: **10 May, 2018 (Thursday)**
Time: **10:30~12:00**
Venue: **Faculty of Business Administration, E22-2007**

A Short Biography of Prof. Luiz MOUTINHO

Professor Luiz Moutinho (BA, MA, PhD, FCIM) is Visiting Professor of Marketing at Suffolk Business School, Faculty of Arts, Business and Applied Social Science, University of Suffolk,

Ipswich, England, Adjunct Professor of Marketing at Graduate School of Business, University of the South Pacific, Suva, Fiji, and Visiting Professor of Marketing at Universidade Europeia and the Marketing School, Portugal.

During 2015 - 2017 he was professor of BioMarketing and Futures Research at the DCU Business School, Dublin City University, Ireland. This was the first Chair in the world on both domains - BioMarketing and Futures Research. Previously, and for 20 years, he had been appointed as the Foundation Chair of Marketing at the Adam Smith Business School, University of Glasgow, Scotland. In 2017 Luiz Moutinho received a degree of Professor Honoris Causa from the University of Tourism and Management Skopje, FYR of Macedonia.

He completed his PhD at the University of Sheffield in 1982. He has been a Full Professor for 29 years and held posts at Cardiff Business School, University of Wales College of Cardiff, Cleveland State University, Ohio, USA, Northern Arizona University, USA and California State University, USA. He has held Visiting Professorship positions at numerous universities in China, Lithuania, Austria, New Zealand, Denmark, Slovenia, Portugal, Hungary, Taiwan, Brazil, Colombia and Cyprus.

Between 1987 and 1989 he was the Director of the Doctoral Programmes at the Confederation of Scottish Business Schools and at the Cardiff Business School between 1993 and 1996. He was Director of the Doctoral Programme in Management at the University of Glasgow between 1996 and 2004.

Professor Moutinho is the Founding Editor-in-Chief of the Journal of Modelling in Management (JM2) and co-editor of the Innovative Marketing Journal. He has another 4 Associate Editorships as well as being in the Editorial Boards of another 47 international academic journals.

His areas of research interest encompass bio-marketing, neuroscience in marketing, EmoWear - a wearable tech device that detects human emotions, evolutionary algorithms, human-computer interaction, the use of artificial neural networks in marketing, modelling consumer behaviour, futures research, marketing futurecast and tourism and marketing. Other primary areas of Professor Moutinho's academic research are related to modelling processes of consumer behaviour. Currently, he is Program Designer and Faculty Member at Neuroscience Ltd. (Neuroscience - Academic and Business Solutions).

He has developed a number of conceptual models over the years in areas such as tourism destination decision processes, automated banking, supermarket patronage, among other areas. The testing of these research models has been based on the application of many different

statistical, computer and mathematical modelling techniques ranging from multidimensional scaling, multinomial logit generalised linear models (GLMs) and linear structural relations to neural networks, ordered probit, simulated annealing, tabu search, genetic algorithms, memetic algorithms and fuzzy logic.

Professor Moutinho has over 150 articles published in refereed academic journals, 34 books and more than 10,800 academic citations, a h-index of 49 and an i10-index of 156 (by the end of 2017).

ALL ARE WELCOME!