



<b>Last updated:</b>		December 2011		
<b>IMI University Centre</b>				
<b>1</b>	<b>Programme</b>	BA in International Hospitality Management at IMI University Centre in Luzern, Switzerland		
<b>2</b>	<b>Name</b>	<b>Lukas O. Ritzel</b>		
<b>3</b>	<b>Department/School/Unit (or partner in the case of collaborative provision):</b>	IMI University Centre		
<b>4</b>	<b>Current post</b>	Lecturer in Information and Communication Technology		
<b>5</b>	<b>Qualifications</b>			
	Qualification	Date	Awarding Institution	
	Affiliate Professor	Current	Grenoble Graduate School of Business ( GGSB, France)	
	Honorable Professor	2010	Indian Association of Educational Research	
	Pilot University Degree (BA level)	1991	Nixdorf/Siemens in Alliance with Swiss Universities in Basel, Zurich and Bern	
<b>6</b>	<b>Previous employment and experience of teaching at Higher Education level</b>			
	Date from	Date to	Position held	Organisation
	2006	today	Information & Communication Systems	IMI University Centre
	2008	today	Lecturer in Entrepreneurship,	GGSB BA
	2008	today	Lecturer in Business Development	Executive Summer and Winter courses GGSB
	2008	today	Lecturer in Consulting	GGSB MBA
	2003	today	Executive Workshops	Lovely Professional University India
	2000	2008	Executive Workshops	Asian Institute of Technology Bangkok
	2002	2002	Lecturer in Organizational Behavior	Bangkok U
	2001	2002	Lecturer in Knowledge Management	Thammasat University- Bangkok



<b>7</b>	<b>Role in the delivery of the programme:</b>				
	Lecturer and Web Strategist , Manager IT				
<b>8</b>	<b>Brief statement on current research, scholarly or consultancy activities:</b>				
	<ul style="list-style-type: none"> <li>• Runner up at Worldwide Hospitality Award by MKG group in communication with student project of an international student guide for the iPhone ("iStudent Luzern" in apple store)</li> <li>• Invited speaker to COOP bank leaders Switzerland at their annual meeting (2011)</li> <li>• Keynote speaker at Suisse EMEX marketing fair (2011)</li> <li>• Launched first ever augmented reality for tourism conference in Switzerland (2010)</li> <li>• Consultant to online restaurant reservation system start-up "my table" (on-going)</li> <li>• TED x Speaker at second ever TED x event in Switzerland on the topic of Sensory Web ( <a href="http://www.tedxzug.com">http://www.tedxzug.com</a> 2011)</li> <li>• Affiliate professor at Grenoble Graduate School of Business ( <a href="http://www.grenoble-em.com">http://www.grenoble-em.com</a> ) ) and has been evaluated outstanding professor by students in 2010 &amp; 2011 (Entrepreneurship Graduate Track)</li> <li>• Is an honorary member of All India Association for Educational Research ( <a href="http://www.iaer.net/">http://www.iaer.net/</a> )</li> <li>• His website <a href="http://www.imi-luzern.com">www.imi-luzern.com</a> has been voted among the top 100 Swiss business website because of its innovative usage of Web2.0 ( <a href="http://www.anthrazit.org">http://www.anthrazit.org</a> 2010 )</li> <li>• Thai TV appearance for Channel 11 – Morning talk on the topic of Creativity together with Dr. Valerie McKenzie and Dr. BK Passi</li> <li>• International Judge and Review Board member 2003 - ongoing for Global Schoolhouse USA as a distinguished Internet and education professional, selected based on experience and devotion to online collaborative learning and reputation as visionaries of the Global Information Infrastructure.</li> <li>• Received award in 2004 Fast Company magazine and Seth Godin, author of the New York "Times" bestseller "Purple Cow", rewarded my Start Up company Prasena as one of the 500 companies worldwide that "Transform Business by Being Remarkable". <a href="http://www.sethgodin.com/purple/">http://www.sethgodin.com/purple/</a></li> </ul>				
<b>9</b>	<b>Recent/key research publications:</b>				
	Author(s):	Year	Title	Publisher	ISBN
	Lukas Ritzel	2012	Augment you Tourism Experience or Die	CHRIE Hosteur Winter issue	
	Lukas Ritzel	2010	Virtual Handshake, importance of online networking	Indore Manager	
	Lukas Ritzel	2010	Chapter of book Business Organizations and Collaborative Web: Augment your business reality with new wave web tools	IGI Global, U21 Singapore	



	Lukas Ritzel and others	2010	Advisory Board / Reviewer "Business Organizations and Collaborative Web: Practices, Strategies and Patterns"	IGI Singapore	
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