

BIOGRAPHICAL STATEMENT

Ulrike Gretzel, Professor

Dr Ulrike Gretzel is a Senior Fellow at the USC Center for Public Relations at the University of Southern California, USA. She received her PhD in Communications from the University of Illinois at Urbana-Champaign, USA and holds a Master's degree in International Business from the Vienna University of Economics and Business.



Her research interests focus on persuasion in human-computer interaction, the perceived credibility of online information, the adoption and use of emerging technologies in tourism contexts, and the structure and outcomes of technology-mediated tourism experiences, Communication and Journalism; Communicating Sustainability, International Business, International Marketing & Financial Management, Tourism Marketing, Technology Adoption and Use, Netnography, Social network analysis; Text mining.

She is the co-editor of two books on social media in travel, tourism and hospitality.

Ulrike Gretzel, Ph.D.

University of Southern California
USA.

Affiliation, [Click Here](#)

Institutional Link, [Click Here](#)



Citations, [Click Here](#)