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Letterkenny  
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## President's Research Bursaries 2021/22

Supervisor Profile	
<b>Name</b>	Dr Elizabeth McKenzie
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<b>Email</b>	<a href="mailto:Elizabeth.mckenzie@lyit.ie">Elizabeth.mckenzie@lyit.ie</a>
<b>Current Research Interests</b>	Research interests include: market-oriented new product development, strategic food and beverage marketing, new food and beverage product development, food and beverage product development in SMEs and sensory evaluation, Irish tourism sector, tourist experience.
<b>Career Profile (Education and Employment)</b>	Elizabeth McKenzie is a Culinary Arts Lecturer at the Letterkenny Institute of Technology, Department of Tourism, Killybegs. She received her Bachelor of Business and Culinary Arts from Letterkenny Institute of Technology in 2008 and Bachelor of Business Studies (Hons) in Event, Hospitality and Tourism Management from Dundalk Institute of Technology in 2010. Her postgraduate qualifications include a Masters of Business with Marketing and Entrepreneurship Dundalk Institute of Technology in 2011. Her PhD from University College Cork, Ireland focused on market-oriented food innovation, under the supervision of Dr Joe Bogue of (University College Cork) and Dr Robert Hamlin (University of Otago).
<b>Key Achievements</b>	<p>(2019) PhD “Developing market-oriented and value-added products for Irish seafood SMEs”.</p> <p>(2018) “Tourism/Hospitality Industry Training for Transition Year Students” Conference of Tourism and Hospitality Research in Ireland, Athlone Institute of Technology, June 17th.</p> <p>(2017) “Market-oriented Design and Strategic Marketing of New Pelagic Fish Products in Ireland” Conference of Tourism and Hospitality Research in Ireland, Institute of Technology Sligo, June 16th.</p> <p>(2017) “Market-oriented Design of New Seafood Concepts: An Integrated Methodological Approach” Western European Fisheries Technology Association Conference, Dublin, October 12th.</p> <p>(2013) ‘The role of knowledge codification and communication in standard operating procedures’, 9th Annual Conference of Tourism and Hospitality Research in Ireland, Galway-Mayo Institute of Technology, June 12th.</p>
<b>Links to ResearchGate/LinkedIn Profile/ORCID ID</b>	<p><b>LinkedIn:</b> <a href="https://www.linkedin.com/in/dr-elizabeth-mckenzie-41235821/">https://www.linkedin.com/in/dr-elizabeth-mckenzie-41235821/</a></p> <p><b>ORCID ID:</b> <a href="https://orcid.org/0000-0002-1294-4258">https://orcid.org/0000-0002-1294-4258</a></p>