## **Leadership** 5IR/i50 Neurodiverse Al Infused Sustainable

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Industry 5.0 Observer, Reality of a Simplified, Purposeful & Game-changing World Opinion Holder, Tourism and Digital Marketing SME Dr Jeynakshi (Jeyna) LADSAWUT is a lecturer in Tourism and Digital Marketing at the University of Technology, Mauritius (UTM). Her research interests include social media marketing and consumer behavior. She is also a member of the International Center for Sustainable Tourism and Hospitality at the University of Mauritius.





