

Responsible Leaders Challenge

Griffith Business School
Challenge for High School Students

WORKBOOK



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Key Dates

April	Registration open
May / June	Workbooks distributed
End October	Written submission due
November	Finalists announced

CONGRATULATIONS ON REGISTERING YOUR TEAM

The Challenge aims to empower budding marketers and entrepreneurs to activate their inner creativity and potential to solve contemporary business and sustainability problems. It gives students the opportunity to work on an impactful business challenge facing an organisation. The Challenge inspires and invests in the next generation of responsible business leaders, ensuring a forward- focused and future-ready business mindset.

Participating in the Challenge enables team members to leverage your business knowledge skills, alongside enhancing key life skills, by applying what you have learnt in your business studies to practice. Importantly, you will be learning to solve a complex 21st business problem for an organisation.



Critical thinking

Anlytical thinking;
Problem solving;
Conceptualise;
Knowlege synthesis.



Communication

Visual;
Written;
Argument development.



Creative thinking

Design thinking;
Generating ideas;
lateral thinking;
reflection.



Teamwork

Connection;
Collaboration.



Digital literacy

Improve confidence;
Leverage skills;
Solve social problems.

This workbook is designed to support teams participating in the Responsible Leaders Challenge and provides:

- Responsible Leaders Challenge key dates;
- detailed overview of the Responsible Leaders Challenge brief;
- additional Challenge information concerning the business partner, Ahisma Oils, and the business problem;
- information about 'getting started' and preparing the Challenge submission.



The Challenge Brief

Ahimsa Oils is an Australian-owned wellness business built on a philosophy of ethical sourcing, environmental responsibility, and holistic wellbeing. For 35 years, the company has developed a loyal community of customers through its commitment to authenticity, sustainability, and carefully crafted natural products.

As a mature business with an established customer base and stagnating growth, Ahimsa Oils is navigating a rapidly evolving wellness market. While consumers are increasingly seeking products and brands that align with their personal values, Ahimsa Oils needs to compete against large wholesale oil companies like Australian Wholesale Oil who can bulk buy quality oils (offer lower prices) and have a large marketing budget, along with companies that bulk buy cheaper quality oils. These companies can also cover the consignment fees that large wholesale stores require.

The rise of low-cost online retailers and digital marketplaces such as Amazon has created significant challenges for smaller ethical businesses that compete through quality, authenticity, education, and customer relationships rather than scale and aggressive price competition.

As Ahimsa Oils looks toward the future, the business is exploring how it can move beyond stagnating growth while remaining true to the values and philosophy that define the brand. This creates an important strategic question:

How can a values-driven Australian wellness business grow sustainably while maintaining authenticity, trust, and ethical positioning in an increasingly crowded and commercialised wellness market?

Students are therefore asked to:

1. Evaluate Ahimsa Oils' current market position and identify opportunities for future growth.
2. Develop a community connection and sustainable growth strategy that strengthens trust, authenticity, education, and long-term customer relationships.
3. Recommend suitable partnership, retail, or brand advocacy approaches that align with the company's ethical values and long-term sustainability goals.
4. Evaluate the long-term sustainability of their recommendations, considering economic, social, and environmental impacts.

The most effective solutions will demonstrate creativity, strategic thinking, and an understanding of how businesses can balance growth, authenticity, sustainability, and customer trust in contemporary markets.



The Challenge Context: About Ahimsa Oils

Ahimsa Oils is an Australian-owned wellness business specialising in essential oils, aromatherapy products, and natural wellbeing solutions. Established more than 30 years ago, and owned by Sandy and Mark Dumont since 2016, Ahimsa continues to build on a long-standing philosophy centred on authenticity, education, ethically sourced products, and holistic wellbeing.

Ahimsa is a Sanskrit word meaning "reverence for life"

The name Ahimsa comes from a Sanskrit concept often associated with “non-harming” or living in harmony with people, animals, and the environment. This philosophy has shaped many aspects of the business, including its emphasis on sustainable business practices, transparency, and carefully selected ingredients and suppliers.

Unlike many large-scale wellness brands that compete primarily on price, volume, or aggressive advertising, Ahimsa Oils has traditionally focused on building long-term customer relationships through trust, product knowledge, and community connection. The business also seeks to identify unique and niche products that are not commonly supplied through mass-market retailers, helping differentiate the brand from lower-cost competitors. Ahimsa Oils places a strong emphasis on helping customers make informed decisions and has historically relied on approaches such as newsletters, educational content, repeat customers, and online community engagement.

The Challenge Context: About Ahimsa Oils

Also unlike many larger competitors that operate through large-scale warehousing and "pick-and-pack" distributions systems, Ahimsa Oils takes a more hands-on approach to product preparation and fulfilment. Operating from a purpose-built, climate-controlled facility on the family property in Samford (QLD), Ahimsa oils are "decanted to order", meaning products are bottled individually as orders are received rather than sitting pre-packaged on shelves for extended periods of time.

While this approach is more time-consuming, Sandy believes it allows them to maintain greater control over product freshness and quality. It also enables Ahimsa Oils to offer small quantities of rare and premium oils that may or may not be commercially viable for larger mass-market competitors.

Over time, Ahimsa Oils has established a stable position within a niche segment of the wellness market. Sandy has suggested that the typical customer base of Ahimsa is generally Aromatherapist, high end perfumers and people who love high quality oils. However, as a mature business with an established customer base, the company is now exploring how it can move beyond stagnating growth while remaining true to the values and philosophy that define the brand.

This challenge has become increasingly complex due to changes within the modern retail and digital environment. Consumers are now exposed to a growing number of wellness brands through online marketplaces, social media platforms, influencers, and low-cost international retailers. Large online businesses such as Amazon and Temu compete aggressively on convenience, visibility, and price, creating significant pressure for smaller ethical businesses that rely on quality, authenticity, and customer trust rather than scale.



Ahimsa Oils takes a more hands-on approach to product preparation and fulfilment.

To help with stagnating growth, Ahimsa Oils had experimented with Google advertising in an attempt to increase visibility and attract new customers. However, the business found that this approach delivered limited impact relative to its cost. In contrast, the company has experienced stronger engagement through more community-oriented approaches, particularly Facebook and newsletter communication. This has prompted the business to consider whether digital marketing strategies for small niche businesses may require a different approach from those commonly used by larger mass-market competitors.

Similarly, while influencer marketing is now common within the wellness industry, Ahimsa Oils has found it difficult to identify influencers whose audiences, values, and commercial expectations align with the philosophy of the brand. In many cases, larger influencers were financially inaccessible, while smaller influencers focused primarily on free products or short-term promotional arrangements that offered limited long-term strategic value. While reflecting on the potential of social media, Sandy has also suggested that in her experience, audiences are likely to respond more positively to authentic "real" content rather than highly polished or heavily AI-generated promotional material.

Ahimsa Oils is also interested in identifying suitable opportunities for future growth through partnerships with retailers, wellness communities, and aligned brand advocates. However, these opportunities have presented their own challenges. Discussions with larger retail and pharmacy networks often raised concerns regarding profitability and long-term commercial sustainability for a small niche operator.

As a result, Ahimsa Oils is now exploring a broader strategic question:

How can a values-driven Australian wellness business continue to grow sustainably while maintaining authenticity, trust, and ethical positioning within an increasingly crowded and commercialised market?

Your report should therefore consider not only how businesses attract attention in competitive digital environments, but also how trust, authenticity, education, and long-term customer relationships can create value for both businesses and consumers. Importantly, it is not expected that your team will address every issue or opportunity presented within this context section. Strong submissions will demonstrate the ability to identify and prioritise the most strategically important issues within the constraints of the final report.

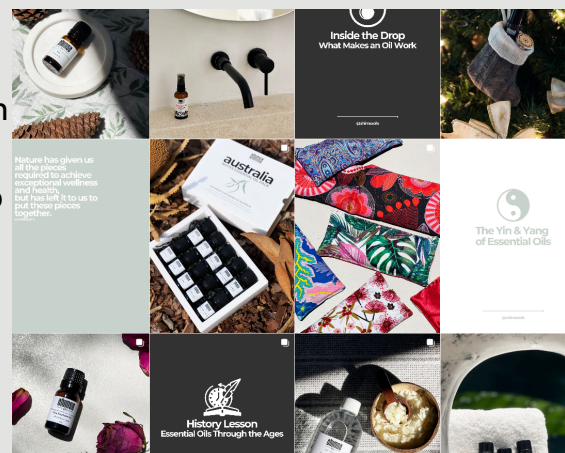
Unpacking the brief

As Ahimsa Oils explores future growth opportunities, the business is currently navigating several strategic challenges common to smaller ethical and niche businesses operating in increasingly competitive digital markets. The following section provides additional context to help teams better understand the environment in which the challenge takes place, alongside some observations and prompts that may assist in developing recommendations. These examples are intended to support your thinking, not limit your creativity or strategic approach.

Importantly, given the word limits of the final report, it is not expected that teams will address every issue or discussion point presented below. Strong submissions will demonstrate the ability to critically evaluate the information provided, identify the most strategically important issues, and make deliberate choices about what should (and should not) be included in the final report.

Digital Advertising and Customer Reach

Ahimsa Oils has previously experimented with traditional digital advertising approaches, including Google advertising, in an attempt to increase visibility and attract new customers. However, the business found that these approaches delivered limited value relative to their cost.



In making potential recommendations it may therefore be important to consider:

- whether digital advertising could be better optimised for a small niche wellness business;
- alternative approaches to online visibility and customer acquisition;
- how smaller ethical businesses can compete against larger brands with significantly larger advertising budgets

Social Media and Influencer Marketing

As noted above, while Ahimsa Oils has experienced stronger engagement through Facebook and relationship-based communication, identifying suitable influencers or brand advocates has proven challenging. In their early explorations, the business found that larger influencers were often financially inaccessible, while smaller influencers frequently focused on free products or short-term promotional arrangements that offered limited long-term strategic value.

In making potential recommendations it may therefore be important to consider:

- what types of influencers, practitioners, educators, or online communities may align with Ahimsa Oils' values and customer base;
- whether smaller "micro-influencers" or community advocates may provide greater authenticity than larger commercial influencers;
- how businesses can evaluate whether an influencer partnership is likely to create genuine engagement and long-term value;
- how businesses might test customer awareness or perceptions of potential influencers before investing in partnerships.

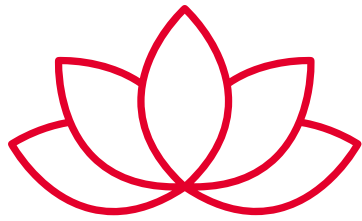
Retail Partnerships and Sustainable Growth

Ahimsa Oils is also interested in identifying suitable opportunities for growth through partnerships with retailers, wellness communities, and aligned organisations. Needs to be considered in the context of partnership and bargaining power. In making potential recommendations it may therefore be important to consider:

- what types of retailers or wellness communities may be better aligned with the Ahimsa Oils brand;
- whether smaller specialist retailers may offer advantages over large-scale retail chains;
- how partnerships can support visibility and growth without weakening authenticity or profitability;
- what types of partnership models may create mutual value for both Ahimsa Oils and retail partners.

Understanding the Contemporary Wellness Industry

The Australian wellness industry has experienced significant growth over the past decade, driven by increasing consumer interest in health, wellbeing, sustainability, and preventative lifestyles. What was once considered a niche market focused primarily on alternative health products and fitness has now expanded into a large and highly competitive industry that includes skincare, supplements, aromatherapy, mental wellbeing, wellness tourism, organic products, fitness, and digital health services. According to the Global Wellness Institute (2025), Australia is now considered one of the world's leading wellness economies, with Australians spending billions of dollars annually on wellness-related products and services.



At the same time, the wellness industry has become increasingly commercialised and digitally competitive. Consumers are exposed to a constant stream of wellness content through platforms such as Instagram, TikTok, YouTube, and Facebook, while online marketplaces such as Amazon and Temu compete aggressively on price, convenience, visibility, and advertising reach. This has created significant challenges for smaller businesses attempting to compete against larger organisations with substantially greater marketing budgets and economies of scale. Social media has also transformed wellness products into highly visible lifestyle and identity markers, particularly among younger consumers (The Australian, 2025).

One important trend within the contemporary wellness industry is the growing consumer demand for authenticity, sustainability, transparency, and ethical business practices. Increasingly, consumers are seeking businesses that appear trustworthy, community-oriented, environmentally responsible, and aligned with their personal values (Duffek et al., 2025). However, consumers are also becoming more sceptical of exaggerated health claims, highly polished influencer marketing, and heavily commercialised wellness content. Research suggests that consumers increasingly value authenticity, transparency, and perceived credibility in digital spaces, particularly within wellness and sustainability-focused markets (Nikišovas & Nalivaitė, 2025; Sinpoh & Joengjit, 2024)

The wellness industry has also expanded beyond products alone, with growing consumer interest in wellness experiences, retreats, education, and tourism. According to the Global Wellness Institute (2025), wellness tourism has become one of the fastest-growing segments of the global wellness economy, with consumers increasingly seeking authentic, experience-based forms of wellbeing that combine learning, relaxation, sustainability, and connection to place. This trend may create new opportunities for smaller niche businesses that are able to offer specialised experiences, education, or community-oriented engagement alongside traditional product-based business models.

For businesses such as Ahimsa Oils, these trends create both opportunities and challenges. Smaller niche businesses may struggle to compete on advertising budgets or large-scale distribution, but they may also benefit from stronger customer trust, specialised products, authentic brand identity, and closer community engagement. This tension between growth, authenticity, commercialisation, and customer trust sits at the centre of the Ahimsa Oils challenge.

Students are encouraged to investigate broader trends within the wellness industry before developing recommendations.



Useful industry sources for understanding the contemporary wellness industry include:



Global Wellness Institute
– Australia Wellness Economy Report (2025)



McKinsey & Company
– The Future of Wellness Trends Survey 2025



McKinsey & Company
– What is the Future of Wellness?

You may also find significant help from recent reputable media sources. Understanding the industry provides useful context.

The Report

More detailed requirements relating to the Responsible Leaders Challenge Report is presented below. Each team will submit prior or on the due date a written report that will be no more than ten (10) pages in length; include the following headings and address the sub-heading content:

1. The Responsible Leaders Challenge Cover page (1 A4 page)

- Team members
- Team name
- School name, address, phone
- Teacher's name and email contact

2. Table of Contents (1 A4 page)

3. Executive Summary: (max 1 A4 page)

4. Critical analysis and research including:

4.1 Understanding the Wellness Market and Ahimsa Oil's Position

Where you should analyse the contemporary wellness industry and evaluate Ahimsa Oils' current position within the market. Here you want to show awareness of the external business environment, including consumer expectations, industry trends and the threats and opportunities facing small niche businesses operating in increasingly crowded markets. Look to your Business curriculum for appropriate analytical frameworks.

4.2 Strategic Challenges and Opportunities

Where you should identify and critically evaluate the most strategically important challenges and opportunities facing Ahimsa Oils. Teams are encouraged to make deliberate choices regarding which issues are most important to prioritise within the constraints of the report. Recommendations should be aligned to the company's values and be informed by a combination of primary and secondary research.

4.3 Recommendations for Long Term-Sustainability and Implementation

Where you should evaluate the long-term sustainability and practicality of the recommendations, including any implementation challenges, risks, or trade-offs that Ahimsa Oils may need to manage moving forward.

5. Conclusion (approx. ½ a page)

6. List of References and sources (no page limit)

7. Appendices (excluded from page limit) – might include raw survey/questionnaire data or instruments. Information in the appendix is not assessable for the challenge, but may provide stronger context for your recommendations.

Note: The Responsible Leaders Challenge brief has been developed for the competition, and may not reflect the current business plans of the case company.

Team Requirements

To compete in the Griffith Business School Responsible Leaders Challenge you must be:

- in Years 10 to 12 and enrolled in a registered Queensland secondary school at the time of submission of the entry;
- given permission by your teacher;
- enthusiastic about business and entrepreneurial opportunities;
- inspirational in solving complex marketing problems that help to create the world a better place.

Your team must:

- consist of between two (2) and four (4) students in total;
- consist of any combination of students enrolled in Year 10 to 12 from the same school.

Each team is to appoint a team leader who acts as the key communication contact. Each team should determine member's roles and how the team will function.

Registration process

1. Teams will register via their nominated teacher.
2. All registered teams, via their nominated teacher, will receive the Responsible Leaders Challenge workbook by email.

Challenge submission process

1. Teams will submit their written report in response to the business challenge prior to midday (12 noon) on Friday 30 October 2026 to Griffith Business School by email, at gbs-schools@griffith.edu.au.
2. All written submissions will be assessed by a panel of Griffith Business academics, with a selection proceeding to the Finals round. The Finals Round will be assessed by a panel of Griffith Business academics and the Responsible Leaders Challenge business partner.
3. No responsibility will be taken for late submissions, documents that cannot be opened or any other malfunction.
4. Any submission received after the deadline will not be considered.
5. All sections of the Challenge report must be completed in order for the submission to be deemed eligible for the competition.

Getting Started



Teamwork

Working in teams is a critical part of business, whereby teamwork – that is, when individual skills and strengths are combined in the pursuit of a specific task – produces meaningful results. As such, the combination of individual strengths with shared commitment to performance is oil that makes teams work. Teamwork is important for the ability to:

- Create synergy – where the sum is greater than parts;
- Supports an empowered way of thinking and new idea generation beyond bounded constraints;
- Fosters creativity, flexibility and responsiveness with team members bringing unique distinct perspectives to the table;
- Provides opportunities for personal growth and acts as a support mechanism.



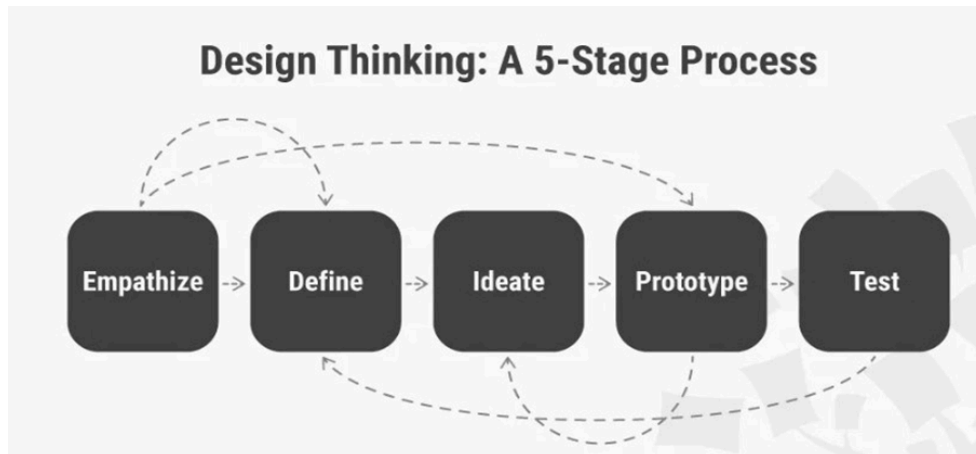
Design thinking – a teamwork methodology

Design thinking is a methodology that encourages team collaboration, flexibility, curiosity aiming to positively influence outcomes. In design thinking, teamwork is established from the very beginning of a project. The team first considers their strengths determining capabilities to contribute to determining the project's direction and objectives and to brainstorm ideas. Team members ask questions ensuring a well-rounded view of the project and create a project roadmap for everyone to reference to.

Design thinking is an iterative process in which assumptions are challenged, problems interrogated in an attempt to identify alternate strategies and solutions that might not be instantly apparent at initial level understanding. Design thinking is extremely useful in tackling problems that are ill-defined by creating many ideas in brainstorming sessions, adopting a hands-on approach fostering user-centricity, creativity, innovation and out-of-the-box thinking.

The ideology behind design thinking states that in order to come up with innovative solutions a designer's mindset and approach must be adopted. At the same time, design thinking is all about getting hands-on, with the aim to turn your ideas into tangible, testable products. The uniqueness of design thinking lies in the kinds of problems it addresses. Typically, design thinking is applied to solving wicked problems – the kind that refuse to be solved using standard methods and approaches. Wicked problems are everywhere – climate change and poverty, to challenges that affect most businesses such as achieving sustainable growth or maintaining competitive edge.

Whilst the Responsible Leaders Challenge does not ask teams to actually produce a product – it is essential that teams consider the solution from a consumer’s perspective. Design thinking to create innovative solutions involves five phases: empathise, define, ideate, prototype, test.



Source: interaction-design.org/literature/topics/design-thinking

Step 1: Empathise (research user’s needs)

- Engage/research the target audience to paint a clear picture of who the end users are, what challenges they face and what needs/expectations must be met.
- Importantly set aside personal/team assumptions to harness insight into users and their needs.

Step 2: Define (state user’s needs and problems)

- Based on what you have learnt in Step 1 define a clear problem statement addressing the business challenge alongside end user needs, characteristics.
- Organise observations and research synthesising them to define the core problem.
- Write a problem statement or create a persona of the end-user to help keep the solution ideation process human centric.

Step 3: Ideate (challenge assumptions and create ideas)

- Now that you have a solid understanding user needs and want in relation to the business challenge you are ready to generate ideas – to think out-side-the-box and explore new angles to identifying innovative solutions to the business solution.
- Use techniques of brainstorming, reverse thinking and worst possible idea.

Step 4: Prototype (create solutions)

- This is the experimental phase testing out the best possible solution for the problem.
- Typically requires the team to produce an inexpensive, scale-downed version of the product. Provides something tangible that can be tested for market readiness.
- For the Responsible Leaders Challenge teams are required to articulate this phase providing image concepts of the innovative solution.

Step 5: Test (try your solutions out)

- Testing enables capability to 'see' how the prototype work and where it needs improving ensuring market readiness.
- For the Responsible Leaders Challenge this phase is not required, however will need to be considered when presenting the image concepts of the innovative solution.

Design Thinking resources

There are many design thinking resources available online. Standard University has the Institute of Design, which is an eminent design thinking lab:



Balcaltis, R. (2019), 'Design thinking models. Stanford d.school', EMPHASIZE@IT, accessed on 1 July 2024 at <https://empathizeit.com/design-thinking-models-standford-d-school/>



Burnett, B. (2017), 'Design Thinking = Method, not magic', Stanford webinar, accessed on 1 July 2024 at <https://www.youtube.com/watch?v=vSuK2C89yjA>



Platter, H. (n.d), 'An introduction to Design Thinking PROCESS GUIDE', Institute of Design at Stanford, accessed on 1 July 2024 at <https://web.stanford.edu/~mshanks/MichaelShanks/files/509554.pdf>

Writing the submission

The first stage of the Responsible Leaders Challenge requires each team to prepare a written submission addressing the nominated business challenge.

Plan before you write: Writing the Challenge submission is akin to building a house – you don't start laying bricks at random! Commence with a blueprint of content for each section of the submission and make decisions about the content that is relevant to develop the argument that you are putting forward. Students who prepare detailed outlines produce higher quality output and importantly reduces the amount of time spent staring blankly at a screen thinking about what to write next. During the planning stage you might use mind maps which are helpful for creating connections between concepts, improving creativity, enhancing critical thinking and memory retention, as well as fostering greater collaboration within a team.

Check out these YouTube mind map video



The Perfect Mindmap: 6 Step Checklist
https://www.youtube.com/watch?v=5zT_2aBP6vM



How to Make a Mind Map – The Basics
<https://www.youtube.com/watch?v=wLWVOXN7K1g>



How to Mindmap: Going deeper into the 5 Basics
https://www.youtube.com/watch?v=_PUxv3BAFM8&t=2s

Writing the report:

After you have planned the content information that will be written in each section of the Challenge submission it is important that you take note as to how you communicate your ideas clearly and succinctly. Importantly, allow time for editing and proofreading to ensure your writing is clear and concise. Key features of academic writing which distinguish it from other forms of writing are that it is:

- Structured
- Evidenced
- Critical
- Balanced
- Precise
- Formal

(EAP Foundation Academic Writing <https://www.eapfoundation.com/writing/what/>)

Structure: Key headings have been provided however it is important that within each Challenge report section the writing is coherent, with logical progression using paragraphs that are clearly connected and cohesive.

Evidenced: The argument within the Challenge report supporting each section should be supported by evidence which may take the form of secondary sources (e.g.: journal articles, government or business reports and so on) or primary research undertaken by yourselves. It is critical that information is referenced appropriately, via in-text citations and end of report reference section.

Critical: A key feature of academic writing is the ability to analyse and evaluate information as opposed to accepting everything as fact. Information can be challenged, yet robustly written content ensures that judgements are critically analysed and supported with evidence. In other words, it is important that you make judgements about available information prior to integrating it into your own writing.

Balanced: Ensuring that your writing is balanced means giving consideration to all sides of the issue and avoiding bias, but simultaneously showing your stance on a particular topic. Some phrases to use include 'the evidence suggests...', 'this could be caused by...', 'the research indicates...!'

Precise: Academic writing should use clear and precise language ensuring the reader understands the meaning. This includes using discipline-specific language to demonstrate your understanding of the content area and to support your argument. To make your writing clear and concise, ensure you:

- eliminate the repetition of points—say it once effectively;
- identify redundant words and phrases;
- remove extraneous words and phrases;
- replace wordy phrases with a single word;
- choose suitable verbs.

Formal: Academic writing is more formal than everyday writing, being more formal in tone, structure and style. Avoid using:

- colloquial language;
- slang, jargon or idioms;
- contractions—for example 'don't' or;
- rhetorical questions;
- remove emotive words and phrases;
- remove pronouns like I and you.



Tips and formatting requirements for the written submission

The Responsible Leaders Challenge written submission must clearly address the task outlined in the Responsible Leaders Challenge Brief provided by Griffith Business School.

Written submission requirements:

- no longer than 10 pages in length;
- to be emailed in Microsoft word with .docx file extension or as a PDF file to gbs-schools@griffith.edu.au by 12 noon on the closing date of the Challenge;
- File formats to include minimum 1.5cm margins, minimum 10 point with double spacing and use Times New Roman, Arial or Calibri font. All other file formats will not be considered;
- Use a clear structure with headings and subheadings;
- Present content clearly and succinctly;
- Acknowledge sources by in-text referencing. Include a reference list;
- The submission may include tables, text, images, figures;
- When addressing the Challenge solution be creative and original, as well as practical;
- Ensure a persuasive case is made justifying the Challenge solution.

Reference List

Duffek, B., et al. (2025). Authenticity in influencer marketing: How can authenticity be built and sustained? *Journal of Marketing*.

<https://journals.sagepub.com/doi/10.1177/00222429251319786>

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Smith, M., & Puczkó, L. (2014). *Health, tourism and hospitality: Spas, wellness and medical travel* (2nd ed.). Routledge.

The Australian. (2025). Beyond yoga mats and diet books: Why biohacking and health havens are our newest status symbols.

<https://www.theaustralian.com.au/life/wish/beyond-yoga-mats-and-diet-books-why-biohacking-and-health-havens-are-our-newest-status-symbols/news-story/c3468220ebbc0d57961b3e516a25d682>. Building Trust and Authenticity in Digital Markets

Let's connect

For more information please contact:

Dr Ryan Gould

Director

Griffith Business School Schools Outreach program

gbs-schools@griffith.edu.au

Acknowledgement of Country

Griffith University acknowledges the people who are the traditional custodians of the land and pays respect to the Elders, past and present, and extends that respect to all Aboriginal and Torres Straits Islander peoples.



Together, Sid Domic