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Douglas MacKevett is Head of the Major Online Business and Marketing for the Master of Science in Business Administration and a lecturer in Business Communication at the Lucerne University of Applied Sciences and Arts. After completing his degree at the University of California, Santa Barbara USA and in the UK, he has lived and worked in Russia, Mexico, and now Switzerland for the past 25 years. He is the license holder of and coordinator for TEDxHochschuleLuzern, now in its fourth year. In addition to his academic duties, his research interests include Online Learning and he is currently heading the Digital Skills project at the School of Business.