

24 August 2020

Jonas Heller
UNSW Business School

Dear Jonas

I am pleased to advise that you have been awarded a Dean's Award for Outstanding PhD Theses in recognition of your PhD thesis *Reality re-imagined: How augmented reality redefines decision processes and consumer behaviour in retailing*.

The Dean's Award recognises high quality PhD theses produced at UNSW. The award goes to PhD graduates who have submitted a thesis that requires only minimal corrections, received outstanding and/or excellent levels of achievement for all examination criteria, and, in the opinion of both examiners, is in the top 10% of PhD theses examined.

Congratulations on your achievement, and best wishes for the next stage of your research career.

Yours sincerely,



Professor Jonathan Morris
Dean of Graduate Research