

Curriculum Vitae

Mag. Florian Gasser, MSc MSc BSc BA

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EDUCATION & POSTGRADUATE DIPLOMAS

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| University of St. Gallen (HSG) | St. Gallen, Switzerland |
| <ul style="list-style-type: none">• PhD of Management HSG Focuses: Digital transformation Customer behaviour, Social media (influencing), Executive compensations, Tourism Research methods: Behavioural experimental designs, In-depth interviews, SEM & fuzzy-set qualitative comparative analysis• Certificate of Advanced Studies University Didactics University teaching certificate Portfolio project: Structuring and evaluating a new master's programme (MiMM) | 09.2018 – 09.2018 – 12.2020 |
| University of New Orleans | New Orleans, USA |
| <ul style="list-style-type: none">• Exchange year (Dean's list) | 08.2012 – 05.2013 |
| University of Innsbruck (UIBK) (Independent studies - no double-degree programs) | Innsbruck, Austria |
| <ul style="list-style-type: none">• Master of Science in Accounting, Auditing & Taxation Specialisation in Management Accounting (measurements of intangibles) Master's thesis: "University Rankings - Quality Assurance par Excellence?" (Honorary mention of the thesis at the graduation ceremony by the vice-rector for Student Affairs & Teaching)• Master of Science in European Policy & Integration Specialisation in GASP and Election Analysis Master's thesis: "The Dilemma of the European Parliament Elections"• Magister rer. Soc. Oec. In International Business & Economics Specialisation in International Management & Econometrics Master's thesis: "Strategic University Management – Quality First"• Bachelor of Arts in Political Science Specialisation in Media, International Relations & European Integration Bachelor's thesis: "European Parliament Election Analysis 2009 with Focus on South Tyrol - Italy"• Bachelor of Science in Business & Economics Specialisation in Banking, Corporate Management, Controlling & Statistics Bachelor's thesis: "Public Governance: How to Manage Organizations in a sustainable way" | 11.2011 – 12.2014 11.2011 – 10.2015 11.2011 – 06.2015 10.2008 – 07.2011 10.2008 – 07.2011 |

WORK EXPERIENCE

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| Free University of Bozen-Bolzano <i>Lecturer in Technological Trends and AI in Tourism</i> | Bozen/Bruneck - Italy 02.2023 – present |
| University of St. Gallen (HSG); School of Humanities and Social Sciences (SHSS) <i>Lecturer in Comparative Politics & Vergleichende Politikwissenschaft</i> | St. Gallen, Switzerland 07.2022 – present |
| HSG; School of Management (SOM) & Institute for Systemic Management and Public Governance <i>Deputy Executive Director of MiMM and Lecturer Research Associate</i> | St. Gallen, Switzerland 09.2018 – present 09.2018 – present |
| <ul style="list-style-type: none">• Managing the master's programme in Marketing Management – MiMM• Organizing participation in the first QS EMBA Master's Ranking (Achieved the 15th global place in the ranking)• Stakeholder management (institutes, professors, students, schools, administration, external partners, etc.)• Teaching and teaching support in various bachelor's and master's courses• Supervision of academic theses (bachelor's) and group leader of the Integration Week (assessment centre)• Research projects: SECO digitalisation report in tourism; BrainDrain & TourTech in tourism, travel heuristics in a cultural site• Organizing and teaching six applied research projects for the MiMM master's (3-semester-long courses in cooperation with various companies to solve real problems with research endeavours – Leitner, Hilti, Lindt & Sprüngli; Swisscom. | |
| Crowdy <i>Co-Founder and Head of Business Operations</i> | Zurich, Switzerland 04.2020 – 05.2021 |
| <ul style="list-style-type: none">• Idea creation and monetarization development of crowdedness detection with telecommunication data and image recognition to reduce negative effects of overtourism towards soft tourism and to support approaches where the flow of people (e.g., tourists) can be guided in a more balanced way, helping nature, society and companies with their utilization planning• Presentation of ideas to various stakeholders, such as the Israeli Ministry of Health, Swisscom, A1, etc.• Preparing of the exit with our team – Crowdy was sold to Swisscom, Switzerland's leading telecommunication company, and is now integrated in Swisscom Mobility Insights | |
| BearingPoint Switzerland AG <i>Strategy Consultant - Digital & Strategy - Financial Services:</i> | Zurich, Switzerland 02.2017 – 08.2018 |
| <ul style="list-style-type: none">• Holistic ownership and understanding of client database• Working closely with MDs and partners at the client to provide support, using strong and effective communication skills• Process optimization of a Swiss insurer and extrapolating the system requirements and main pillars of the change management• Defining an integrated marketing strategy for a leading Swiss mobility provider and derivation of main fields of action• Organizing and optimizing an industry-leading IoT project, including leading a team of seven• Strategic support regarding regulatory questions (IDD) for an insurer in Liechtenstein | |

University of St. Gallen & Controlling Excellence Network St. Gallen**St. Gallen, Switzerland***Academic Junior Consultant & Research Assistant*

10.2015 – 12.2016

- Responsible for public relations & CRM (corporations & students)
- Optimization of an Excel-based financial cockpit for use in executive MBA education and with international partners
- Project leadership of transfer projects in dynamic business simulation and value-driver scenario planning in the automotive sector, including data interrogation & analysis of large data sets (particularly balance sheets & income statements)
- Supervision of research thesis, master's course exams & BPM course (Business Performance Management)

Leitner Ropeways & Leitwind**Sterzing, Italy***Controlling & Finance Trainee:*

07.2013 – 09.2013

- In charge of evaluation of the SAP implementation process, budgeting, forecasting, internal cost allocation & transfer pricing
- Remote coordination of team members to define a business strategy for the Indian ropeway and wind power plants market

State Office for Statistics (ASTAT)**Bozen, Italy***Interviewer:*

2011

- Performed interviews for different studies in English, Italian & German

European Parliament**Brussels, Belgium; Strasbourg, France***Traineeship in care of Herbert Dorfmann, Member of the European Parliament (EPP)*

08.2010 – 10.2010

- Organizational management, public relations and communication with other MEPs & major interest groups
- Working out suggested solutions for citizen requests
- Participation in various representative events, deputy of the MEP for one event
- Drafting amendments for committee meetings (AGRI and ECON) & working out regulatory solutions for policies

EXTRACURRICULAR ACTIVITIES & MEMBERSHIPS (SELECTED)

- **Appointment Committee member for a professor position** in Organisational Behaviour (HSG) 05.2022 – 11.2022
- **Zukunft-Fabrik.2050:** ThinkTank: Focus on Future of Work and Idea Creation Challenge Lead 10.2021 – present
- **Member of the Senate** of the University of St. Gallen (elected for 2021; re-elected 2022) 09.2021 – present
Politics and Sustainability Commission / Doctorate Commission
- **GreenTech Alliance Advisor** (supporting sustainability-focused start-ups across Europe) 05.2020 – present
- **Member of the Academic Jury** of the renowned St. Gallen Symposium "Global Essay Challenge" 01.2020 – present
- **Politika:** Active member (2 publications thus far) 01.2019 – present
- **JG:** Head of Delegation for the YEPP and participation in international conferences all over Europe 10.2018 – present
- **Südstern Network:** Active member (panel speaker @ "Impacts of COVID-19 on companies" 2020) 01.2017 – present
- **Consulting Club @ HSG:** Active member (e.g., organising design thinking workshops) 01.2017 – present
- **St. Gallen Model United Nations:** Active member (e.g., delegate WTO LIMUN 2017) 10.2016 – 03.2018
- **AIESEC Innsbruck:** VP of Project Management (organised workshops for 1,300 participants) 10.2013 – 05.2015
Led teams of 5 & 7 people, improved processes & efficiency rate up to 220%
- **Chief Editor of the monthly local newspaper S`Blattl** (Chief Editor until 2021, now Editor) 01.2009 – present
- **Member of 2 local choirs** with various concerts in Italy and Austria 05.2000 – 01.2009

AWARDS & ACKNOWLEDGEMENTS*

*monetary value of awards/scholarships on request

- **HSG research grant 2021** granted by the Behavioural Lab - University of St. Gallen for innovative experimental research
- **PhD scholarship** from the Hanns-Seidel Foundation for gifted scholars
- **Euregio-Youth Researcher Award finalist 2020 & 2021**
- **AIEST PhD Award 2021** 1st runner-up
- **Winner of the European People's Party Photo Challenge 2021:** "Snapshot of Europe"
- **Entrepreneurial Talents Award 2020** - Scholarship from the **Dr. Werner Jackstädt Foundation** & Center of Entrepreneurship, HSG
- **German Symposium Scholarship 2020, 2021 and 2022 from the LSE German Society**
- **Returning scholarship** for the idea & organization of the "EU 2.0 Hackathon" from CASA, Mercator Foundation, EFA (2020/21)
- **Swiss VersusVirus Hackathon Awardee 2020:** Business Lead - Project "**Crowdy**" (one of the winning projects out of 265 entries that won funds) – exit from the start-up 2021, sold our start-up to Swisscom, now part of Swisscom Mobility Insights
- **Wings of Excellence Awardee – Leader of Tomorrow 2019** including invitation to the 49th St. Gallen Symposium
- **Research grant of the country South Tyrol (2017) & e-fellows scholarship**
- "Leistungsstipendium" of the country South Tyrol 2015 (for MSc Accounting, Auditing & Taxation)
- "Leistungsstipendium" of the country South Tyrol 2014 (for Mag. Intern. Economics & Business Studies)
- **Graduation speaker at the graduation ceremony of the University of Innsbruck with honorary mention 2015**
- **High Potential Award 2014 & 2015** (Awarded by "Profil" as one of the "top 100 graduates of the year" of Austrian universities)
- **Research grant** for diploma thesis with emphasis on Strategic University Management - Quality Management 2014 & honorary mention of the thesis at the graduation ceremony by the vice-rector for Student Affairs and Teaching
- **Award for academic achievements** of the UIBK (for Mag. International Business & Economics) 2013
- "Leistungsstipendium" of the country South Tyrol 2011 (for bachelor's program Political Science)
- **Two awards for academic achievements 2011** of the UIBK (for BA Business & Economics & BA Political Science)
- **European Forum Alpbach scholarship 2009, 11, 14, 15, 20 & 21** awarded by Club Forum Alpbach Südtirol and PwC Austria

MAJOR PRESENTATIONS & CONFERENCE CONTRIBUTIONS (SELECTED)

- **06.02.2023** - 2023 AMA Winter Conference, Nashville - Competitive Paper accepted
- **16.09.2022** - Launch-Event of the Zukunft-Fabrik.2050 - Speaker and host of the Idea Creation Event
- **06.05.2022** - Speaker at the 51st St. Gallen Symposium - Workshop about "Equitable Opportunities"
- **19.02.2022** - 2022 AMA Winter Conference; Las Vegas - Competitive-Paper + Poster accepted and presented
- **30.08.2021** - AIEST 2021 Conference, Lucern - Competitive Paper accepted – (**AIEST PhD-Award 1st-runner-up**)

- **30.08.2020** - Organizing and moderating the official European Forum Alpbach-panel in cooperation with the Mercator Foundation: "The current State of the Union - On the way to an EU 2.0?" and organized the 2 day-event "EU 2.0 Hackathon" (Online)
- **17.01.2020** - **STHRM 2020** - Swiss Tourism & Hospitality Research Meeting; Sierre - PhD-Topic presented
- **16.04.2020** - Speaker at the **Südstern-Network-Event** «Auswirkungen von Covid19 auf Unternehmen» (Online)
- **23.09.2018** - Speaker at the **European Seniors' Union** Regional Conference Bozen (EPP Group): «Ansätze zur Reduktion von Politikverdrossenheit und Erhöhung von Wahlbeteiligung» (Bozen)

HIGHLIGHTED PUBLICATIONS

Published

- Gasser, F. (2022). **The Art of Social Media Influence**. Marketing Review St. Gallen, 4, 64-72. ISSN 1865-6544.
- Gasser, F. (2022). **The Role of Social Media Influencers in Tourism Marketing Research: Derivation of a Processual Model of Influencing, Influencer Characteristics, and Research Operationalisations**. AMA Winter Academic Conference Proceedings, (33), 495-498.
- Beritelli, P.; Gasser, F. (2021). **Auslegeordnung Brain & TourTech**. Bericht im Auftrag des Amtes für Wirtschaft Graubünden.
- Laesser, C.; Schegg, R.; Bandi Tanner, M.; Liebrich, A.; Gasser, F. Lehmann Friedli, T.; Fux, M; Stämpfli, A.; (2021). **Digitalisierung im Schweizer Tourismus: Progress Report**. Bericht im Auftrag des Staatssekretariats für Wirtschaft SECO, Bern: SECO.
- Gasser, F. (2021): **Südtiroler Gemeinderatswahlen 2020 – Eine Wahl in Zeiten von Covid-19** / Municipal elections in South Tyrol 2020 - An election in the time of Covid-19. Pallaver, Günther, Engl, Alice & Alber, Elisabeth (Hrsg.) Politika 20 - Südtiroler Jahrbuch für Politik, Edition Raetia. Bozen, 213-236.
- Gasser, F. (2020): **Europaparlamentswahl 2019: Ein nachhaltiger Paradigmenwechsel oder ein kurzes Strohfeuer hinsichtlich der Partizipation und Wählermobilisierung?** Pallaver, Günther, Engl, Alice & Alber, Elisabeth (Hrsg.) Politika 20 - Südtiroler Jahrbuch für Politik, Edition Raetia. Bozen, 65-90.
- Gasser, F. (2019): **David vs. Goliath of voter turnout: Why is the participation in EU elections so low?** EUreka! EURAC Blog, [online](#).
- Gasser, F. (2019): **The fight against the rooting cause. A democratic revolution to shape the capital structures of the future**. Essays from the Leaders of Tomorrow 2019, Medium.com.
- Gasser, F.; Stadelmann, C. & Feuchter, M. (2018): **Public Cloud-Computing - Mehr Effizienz, aber auch Komplexität**. Institut für Versicherungswirtschaft der Universität St. Gallen (Hrsg.), I.VW Management-Information – St. Galler Trendmonitor für Risiko- und Finanzmärkte, II/2018, 15-20.
- Gasser, F. (2015): **Das Dilemma der EU-Wahlbeteiligung. Europawahlanalyse 2014**. ICER Papers on European Governance, Vol. I No. 5/2015 (ISSN 2409-5133).

Academic posters

- Gasser, F (2022). **Is our perception of Social Media Influencers tricking us in our understanding of influenceability?** – poster. AMA Winter Academic Conference.

Ongoing publication projects / Working papers

- Outlet tbd. "Choice heuristics for visiting cultural sites: A comparative study of 2 polar cases" (2 co-authors)
- AMA 23: "Let Me Influence You, I'm an Influencer" – Behavioural analysis of effects of persuasion disclosure and number of followers on purchase intention and decision (sole author)
- Outlet tbd.: "Crowd Prediction by Image Recognition. Shaping the Future of Destination Management with the Use of Image Recognition and Telecommunication Data" (1 co-author)

Media (selected)

- Kanton Graubünden (09.12.2021): Fachkräftemangel als zentrale Herausforderung für den Tourismus, [online](#).
- Stol.it (06.10.2021): Junger Eisacktaler entwickelt Ideen für Deutschlands Zukunft, [online](#).
- Zett (27.06.2021): Die Steuerzukunft der EU, in: Zett – Die Zeitung am Sonntag, p. 14.
- Zett (14.03.2021): Wir zuerst? Das globale Impfdilemma, in: Zett – Die Zeitung am Sonntag, p. 12.
- Zett (17.01.2021): Die Mission der EU: Klimaneutralität bis 2050, in: Zett – Die Zeitung am Sonntag, p. 12. .

Ad hoc reviewer

- 2022 Hawaii International Conference on System Sciences (HICSS-56)
- 2023 AMS Annual Conference

Chairing

- 2022 AMA Winter Conference: track "Digital and Social Media Marketing"

HIGHER EDUCATION TEACHING

Teacher (University of St. Gallen if not mentioned otherwise):

Spring semester 23:

- Technological Trends and AI in Tourism (University of Bolzano)
- 8,054,3.00 Anwendungsprojekt II (project partner Swisscom – Metaverse and product innovation in e-Gaming)
- 8,055,3.00 Applied Research Project II (project partner Lindt & Sprüngli 2 – What is the chocolate of the future?)

Autumn semester 22:

- 3,304 Vergleichende Politikwissenschaft (2 courses)
- 3,305 Comparative Politics (2 courses)
- 7,054,1.00 Anwendungsprojekt I (project partner Swisscom – Metaverse and product innovation in e-Gaming)
- 7,055,1.00 Applied Research Project I (project partner Lindt & Sprüngli 2 – What is the chocolate of the future?)
- 9,054,1.00 Anwendungsprojekt III (project partner Leitner – How can a South Tyrolean company be successful in CH?)
- 9,055,1.00 Applied Research Project III (project partner Hilti 2 – Prefabrication and impact on sustainable construction)

Spring semester 22:

- 4,662,1.00 Kulturen/Cultures: Kultur - Konstruktionen und Repräsentation von Kultur im Tourismus (one lecture)
- 8,054,3.00 Anwendungsprojekt II (project partner Leitner – Ways of innovative marketing strategies in Switzerland)
- 8,055,3.00 Applied Research Project II (project partner Hilti 2 – Prefabrication and impact on sustainable construction)

Autumn semester 21:

- 7,054,1.00 Anwendungsprojekt I (project partner Leitner – Ways of innovative marketing strategies in Switzerland)
- 7,055,1.00 Applied Research Project I (project partner Hilti 2 – Prefabrication and impact on sustainable construction)
- 9,054,1.00 Anwendungsprojekt III (project partner Lindt & Sprüngli – Innovative marketing strategies for convenience)
- 9,055,1.00 Applied Research Project III (project partner Hilti – Sustainable innovations in construction)

Spring semester 21:

- 4,662,1.00 Kulturen/Cultures: Kultur - Konstruktionen und Repräsentation von Kultur im Tourismus (one lecture)
- 8,054,3.00 Anwendungsprojekt II (project partner Lindt & Sprüngli – Innovative marketing strategies for convenience)
- 8,055,3.00 Applied Research Project II (project partner Hilti – Sustainable innovations in construction)

Autumn semester 20:

- 7,054,1.00 Anwendungsprojekt I (project partner Lindt & Sprüngli – Innovative marketing strategies for convenience)
- 7,055,1.00 Applied Research Project I (project partner Hilti – Sustainable innovations in construction)

Spring semester 20:

- 6,117,1.00 Tourism Systems - Analysis and Sustainable Management (one lecture)

Teaching Assistant (since autumn semester 2018):

- 8,064,1.00 Tourism and Destination Marketing (spring semester)
- 4,662,1.00 Kulturen/Cultures: Kultur - Konstruktionen und Repräsentation von Kultur im Tourismus (spring semester)
- 7,050,1.00 Customer Value I und Communication Management I
- 7,804,1.00 Transportation Systems
- 7,115,1.00 Business Performance Management


LANGUAGES, IT & INTERESTS

- **German:** Native; **English:** Native or bilingual proficiency - C1/C2, **Italian:** Advanced - B2/C1, **Spanish:** Beginner - A2
- **Sports and hobbies:** Hiking, swimming, photography, entrepreneurship, art, snowboarding
- **Social competences:** Pronounced team spirit, strong communication skills, motivating, creative personality and results-driven
- **IT:** Intermediate: Microsoft Office Suite, Adobe Indesign CS4/5, Dynaplan SMIA 1.4, Signavio (BPMN 2), SPSS, R, Stata
Beginner: Microsoft Dynamics CRM, Jira

REFERENCES*

*Can be sent on request

Prof. Christian Laesser, University of St. Gallen – School of Management
 Prof. Pietro Beritelli, University of St. Gallen – School of Management
 Dr. Michael Easley, University of New Orleans – Department Economics and Finance
 Dr. Dinah Payne, University of New Orleans – Department Management & Marketing
 Prof. Reinhold Gärtner, University of Innsbruck – Institute for Political Science
 Prof. Martin Messner, University of Innsbruck – Institute for Organisation and Learning
 Prof. Herbert Stocker, University of Innsbruck – Department of Economics


 St. Gallen, 16.11.2022