



Prof. Dr.

THOMAS AICHNER

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ACADEMIC FULL-TIME POSITIONS

- Since 01/2022 **ASSOCIATE PROFESSOR OF MARKETING**
Alfaisal University, *College of Business* *Riyadh (Saudi Arabia)*
Full-time faculty member. Engaged in research, teaching, and service.
Teaching includes courses in the Bachelor of Business Administration (Marketing Research) and the MBA program (Consumer Behavior and Insights).
- 09/2019-08/2021 **ASSOCIATE PROFESSOR OF MARKETING**
John Cabot University, *Department of Business Administration* *Rome (Italy)*
Full-time faculty member. Engaged in research, teaching, and service.
Teaching included courses in the Bachelor of Business Administration (Principles of Marketing, Integrated Marketing Communications, Market and Marketing Research, E-Marketing).
Service roles: Member of the Faculty Senate (2019/20, 2020/21).
- 09/2016-08/2019 **ASSISTANT PROFESSOR OF MARKETING**
Alfaisal University, *College of Business* *Riyadh (Saudi Arabia)*
Full-time faculty member. Engaged in research, teaching, and service.
Teaching included courses in the Bachelor of Business Administration (Consumer Behavior, Services Marketing, Integrated Marketing Communications, Marketing Research) and the MBA program (Consumer Behavior and Insights, Services Marketing Management).
Service roles: Member (2016/17, 2017/18) and head (2018/19) of the Appeals Committee, member of the Research Committee (2016/17, 2017/18, 2018/19), member of the Graduate Committee (2018/19), member of the CoB Advisory Council Awards Committee (2016/17), head of the Student Poster Competition Judging Group for Business & Management (2016/17, 2017/18, 2018/19), member of the BAE Systems KSA Project Management Student Competition Judging Group (2016/17, 2017/18, 2018/19).

ADJUNCT POSITIONS

- Since 02/2016 **ADJUNCT PROFESSOR**
Free University of Bozen-Bolzano, *Faculty of Economics and Management* *Bolzano (Italy)*
Teaching Marketing (since 2021), a core course for second-year undergraduate students, and Consumer Behavior (for six years from 2016 to 2021), a compulsory optional course for final-year undergraduate students in Economics and Management. Supervisor of Bachelor's, Master's, and PhD theses.
- Since 05/2019 **ADJUNCT PROFESSOR**
MCI Management Center Innsbruck *Innsbruck (Austria)*
Teaching International Sales Organization (in 2019), a core course, and Digital Management (in 2020 and 2021), an elective for graduate students in International Business & Law, as well as Marketing Management (since 2022) in the Executive MBA program.
- 05/2018-06/2018 **ADJUNCT PROFESSOR**
ESCP Business School *Berlin (Germany)*
Teaching Consumer Insights and Data Analytics, a core course for graduate students in Digital Project Management & Consulting.

OTHER WORK EXPERIENCE

Since 07/2018 **PRESIDENT**
Association for Invalid Civilians (ANMIC South Tyrol) *Bolzano (Italy)*
Elected for a seven-year term as President of the Association for Invalid Civilians (ANMIC South Tyrol), a branch of the Italian National Association for Disabled and Invalid Civilians. Honorary capacity carried out gratuitously.

04/2011-07/2013 **PROJECT MANAGER**
Chamber of Commerce of Bolzano/Bozen, *Institute for Economic Research* *Bolzano (Italy)*
Planning, organizing, executing, and supervising projects, including marketing competitions, youth contests, events, booklets, and economic studies.

Previous practical experience includes internships at the United Nations Office on Drugs and Crime (Vienna, Austria), e*finance consulting Reply (Turin, Italy), and J.P. Morgan (Frankfurt, Germany).

UNIVERSITY EDUCATION

Graduated 02/2016 **DR. RER. POL. IN BUSINESS ADMINISTRATION**
ESCP Business School, *European Department of Marketing* *Berlin (Germany)*
Joint PhD (*cotutelle de thèse*), with the special mention of *Doctor Europaeus*.

Graduated 02/2016 **PHD IN MANAGEMENT ENGINEERING**
University of Padova, *Department of Management and Engineering* *Vicenza (Italy)*
Joint PhD (*cotutelle de thèse*), with the special mention of *Doctor Europaeus*.

Graduated 07/2012 **MA IN MANAGEMENT**
University of Trento, *Department of Economics and Management* *Trento (Italy)*

Graduated 03/2011 **MSC IN EUROPEAN BUSINESS**
ESCP Business School *Berlin (Germany)*

Graduated 05/2009 **BSC IN ECONOMICS AND MANAGEMENT**
LUSPIO University (since 2013 UNINT), *Faculty of Economics* *Rome (Italy)*

PUBLICATIONS

I am mainly interested in studying and understanding consumer behavior. The first field of application is **country-of-origin** research, which is concerned with stereotypical thinking, foreign product evaluation, and consumer ethnocentrism. Second, I am studying marketing-relevant aspects of **mass customization**, a manufacturing strategy aimed at producing products to satisfy individual customer needs at a similar price to mass-produced products, e.g., through additive manufacturing or 3D printing. Third, I am engaged in research about **digital management**, specifically electronic and mobile commerce, social media, user-generated content, and electronic word-of-mouth.

Publications about **country-of-origin**: 05, 08, 10, 12, 19, 21, 22
Publications about **mass customization**: 01, 02, 04, 07, 09, 11, 16, 19, 25
Publications about **digital management**: 03, 04, 06, 12, 15, 17, 18, 20
Publications about other topics: 13, 14, 23, 24

#25: **Chapter** Jacob, F. and Aichner, T. (2022) **Customer participation and commodity marketing**. In: Enke, M., Geigenmüller, A. and Leischnig, A. (Eds.) *Commodity Marketing*. Cham, Switzerland: Springer, 153-165.

#24: **Book** Donà, R. and Aichner, T. (2022) **Orden und Klöster im Mittelalter: Wirtschaftliche Bedeutung und gewerbliche Tätigkeiten im Südtiroler Raum**. Independently published.

#23: **Article** Aichner, T. (2021) **The Economic Argument for Hiring People With Disabilities**. *Humanities and Social Sciences Communications* 8(22), 1-4.

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- #22: **Article** Aichner, T., Coletti, P., Jacob, F. and Wilken, R. (2021) **Did the Volkswagen Emissions Scandal Harm the “Made in Germany” Image? A Cross-Cultural, Cross-Products, Cross-Time Study.** *Corporate Reputation Review* 24(4), 179-190.
- #21: **Article** Aichner, T., Wilken, R. and Coletti, P. (2021) **Country Image at Risk: Spillover Effects of Product-Harm Crises and the Role of Trust.** *Journal of Global Marketing* 34(2), 73-89.
- #20: **Article** Aichner, T., Grünfelder, M., Maurer, O. and Jegeni, D. (2021) **25 Years of Social Media: A Review of Social Media Applications and Definitions from 1994 to 2019.** *Cyberpsychology, Behavior, and Social Networking* 24(4), 215-222.
- #19: **Article** Trentin, A., Aichner, T., Sandrin, E. and Forza, C. (2020) **Competing through manufacturing: countering a product’s liability of foreignness through mass customization.** *International Journal of Operations & Production Management* 40(11), 1661-1683.
- #18: **Article** Aichner, T., Coletti, P. and Lombardo, P. (2020) **Il futuro del mobile marketing in Italia: uno studio con il metodo Delphi.** *Micro & Macro Marketing* 29(1), 95-121.
- #17: **Article** Aichner, T., Maurer, O. and Frötscher, D. (2020) **Traditionelles WOM vs. eWOM in der Filmindustrie.** *Marketing Review St. Gallen* 37(2), 62-69.
- #16: **Article** Aichner, T. and Shaltoni, A.M. (2019) **The Impact of Perceived Advertising Creativity on Behavioural Intentions and Quality Perceptions in Mass Customization.** *International Journal of Industrial Engineering and Management* 10(2), 131-138.
- #15: **Article** Aichner, T. (2019) **Football clubs’ social media use and user engagement.** *Marketing Intelligence & Planning* 37(3), 242-257.
- #14: **Book** Aichner, T., Maurer, O., Nippa, M. and Tonezzani, S. (2019) **Virtual Reality im Tourismus: Wie VR das Destinationsmarketing verändern wird.** Wiesbaden, Germany: Springer Gabler.
- #13: **Article** Aichner, T. and Shaltoni, A.M. (2019) **Making market research work in Saudi Arabia.** *International Journal of Market Research* 61(1), 10-11.
- #12: **Article** Aichner, T. and Shaltoni, A.M. (2018) **Marketing of specialised products and services to consumers with disabilities: exploring the role of advertising, country-of-origin, and e-commerce.** *The International Review of Retail, Distribution and Consumer Research* 28(2), 115-136.
- #11: **Article** Aichner, T. and Gruber, B. (2017) **Managing Customer Touchpoints and Customer Satisfaction in B2B Mass Customization: A Case Study.** *International Journal of Industrial Engineering and Management* 8(3), 131-140.
- #10: **Article** Aichner, T., Forza, C. and Trentin, A. (2017) **The country-of-origin lie: impact of foreign branding on customers’ willingness to buy and willingness to pay when the product’s actual origin is disclosed.** *The International Review of Retail, Distribution and Consumer Research* 27(1), 43-60.
- #09: **Chapter** Sandrin, E., Forza, C., Anišić, Z., Suzic, N., Grosso, C., Aichner T. and Trentin, A. (2017) **Shoe Configurators: A Comparative Analysis of Capabilities and Benefits.** In: Modrak, V. (Ed.) *Mass Customized Manufacturing: Theoretical Concepts and Practical Approaches.* Boca Raton, FL, USA: CRC Press, 195-218.
- #08: **Article** Aichner, T., Coletti, P., Forza, C., Perkmann, U. and Trentin, A. (2016) **Effects of subcultural differences on country and product evaluations: a replication study.** *Journal of Global Marketing* 29(3), 115-127.
- #07: **Article** Aichner, T., Perkmann U. and Coletti, P. (2015) **Warum sich Kunden an Mass Customization beteiligen.** *transfer Werbeforschung & Praxis* 61(3), 36-44.
- #06: **Article** Aichner, T. and Jacob, F. (2015) **Measuring the Degree of Corporate Social Media Use.** *International Journal of Market Research* 57(2), 257-275.
- #05: **Article** Aichner, T. (2014) **Country-of-origin marketing: A list of typical strategies with examples.** *Journal of Brand Management* 21(1), 81-93.
- #04: **Article** Aichner, T. and Coletti, P. (2013) **Customers' online shopping preferences in mass customization.** *Journal of Direct, Data and Digital Marketing Practice* 15(1), 20-35.
- #03: **Article** Aichner, T. and Perkmann, U. (2013) **Viewpoint: Social media: opportunities and risks for regional market research.** *International Journal of Market Research* 55(5), 609-610.
- #02: **Article** Aichner, T. (2012) **The Zero Moment of Truth in Mass Customization.** *International Journal of Industrial Engineering and Management* 3(4), 173-178.
- #01: **Book** Coletti, P. and Aichner, T. (2011) **Mass Customization: An Exploration of European Characteristics.** Heidelberg, Germany: Springer.