



Prof. Dr.
THOMAS AICHNER

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ACADEMIC FULL-TIME POSITIONS

Since 08/2019 **ASSOCIATE PROFESSOR OF MARKETING**
John Cabot University, *Department of Business Administration* Rome (Italy)

Full-time faculty member. Engaged in research, teaching, and service.

Teaching includes courses in the Bachelor of Business Administration (Principles of Marketing, Integrated Marketing Communications).

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).

LECTURER AND VISITING PROFESSOR POSITIONS

Since 02/2016 **LECTURER**
Free University of Bozen-Bolzano, *Faculty of Economics and Management* Bolzano (Italy)

Teaching Consumer Behavior (Konsumentenverhalten), a compulsory optional course for final-year undergraduate students in Economics and Management, and supervising Bachelor's and Master's theses.

05/2019-06/2019 **VISITING PROFESSOR**
MCI Management Center Innsbruck Innsbruck (Austria)

Teaching International Sales Organization, a core course for graduate students in International Business & Law.

05/2018-06/2018 **VISITING PROFESSOR**
ESCP Europe 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 five-years 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 MARKET RESEARCH**
Chamber of Commerce of Bolzano-Bozen, *Institute for Economic Research* *Bolzano (Italy)*
Planning, organising, executing and supervising projects including marketing competitions, youth contests, events, booklets, and economic studies.

Previous practical experience includes internship 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 **PHD IN MARKETING**
University of Padova, *Department of Management and Engineering* *Vicenza (Italy)*
ESCP Europe Business School, *Chair of Marketing* *Berlin (Germany)*
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 Europe Business School *Berlin (Germany)*
- Graduated 05/2009 **BSC IN ECONOMICS AND MANAGEMENT**
LUSPIO University (since 2013 UNINT), *Faculty of Economics* *Rome (Italy)*

PUBLICATIONS

- Article Aichner, T. and A.M. Shaltoni (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.
- Article Aichner, T. (2019) **Football clubs' social media use and user engagement**. *Marketing Intelligence & Planning* 37(3), 242-257.
- Book Aichner, T., O. Maurer, M. Nippa and S. Tonezzani (2019) **Virtual Reality im Tourismus: Wie VR das Destinationsmarketing verändern wird**. Wiesbaden, Germany: Springer Gabler.
- Article Aichner, T. and A.M. Shaltoni (2019) **Making market research work in Saudi Arabia**. *International Journal of Market Research* 61(1), 10-11.
- Article Aichner, T. and A.M. Shaltoni (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.

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- Article Aichner, T. and B. Gruber (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.
- Article Aichner, T., C. Forza and A. Trentin (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.
- Book chapter Sandrin, E., C. Forza, Z. Anišić, N. Suzic, C. Grosso, T. Aichner and A. Trentin (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.
- Editorial Aichner, T. and A.K. Manrai (2017) **Virtual Special Issue: Country of Origin Research**. *Journal of Global Marketing*, published on Taylor & Francis Online (tandfonline.com).
- Article Aichner, T., P. Coletti, C. Forza, U. Perkmann and A. Trentin (2016) **Effects of subcultural differences on country and product evaluations: a replication study**. *Journal of Global Marketing* 29(3), 115-127.
- Article Aichner, T., U. Perkmann and P. Coletti (2015) **Warum sich Kunden an Mass Customization beteiligen**. *transfer Werbeforschung & Praxis* 61(3), 36-44.
- Article Aichner, T. and F. Jacob (2015) **Measuring the Degree of Corporate Social Media Use**. *International Journal of Market Research* 57(2), 257-275.
- Article Aichner, T. (2014) **Country-of-origin marketing: A list of typical strategies with examples**. *Journal of Brand Management* 21(1), 81-93.
- Article Aichner, T. and P. Coletti (2013) **Customers' online shopping preferences in mass customization**. *Journal of Direct, Data and Digital Marketing Practice* 15(1), 20-35.
- Article Aichner, T. and U. Perkmann (2013) **Viewpoint: Social media: opportunities and risks for regional market research**. *International Journal of Market Research* 55(5), 609-610.
- Article Aichner, T. (2012) **The Zero Moment of Truth in Mass Customization**. *International Journal of Industrial Engineering and Management* 3(4), 173-178.
- Book Coletti, P. and T. Aichner (2011) **Mass Customization: An Exploration of European Characteristics**. Heidelberg, Germany: Springer.