

Curriculum Vitae

EDUCATION & POSTGRADUATE DIPLOMAS

| | |
|--|---|
| European Academy of Diplomacy | Warsaw, Poland |
| <ul style="list-style-type: none">Executive Diploma in the Art of Diplomacy (Part-time during weekends) (Diploma with honours) Specialisation in International Security Selected as one of around 100 young global scholars / 12 were awarded "with honours" | 12.2022 – 09.2023 |
| University of St. Gallen (HSG) | St. Gallen, Switzerland |
| <ul style="list-style-type: none">PhD of Management HSG (Dr. Oec. HSG) (cum laude – received two dissertation awards) Focuses: Digital transformation Customer behaviour, Social media (influencing), Tourism Research methods: Behavioural experimental designs, In-depth interviewsCertificate of Advanced Studies University Didactics University teaching certificate Portfolio project: Structuring and evaluating a new master's programme (MiMM) | 09.2018 – 05.2023 09.2018 – 12.2020 |
| University of New Orleans | New Orleans, USA |
| <ul style="list-style-type: none">Exchange year (Dean's list - GPA 3.86/4, 25 credits: A, 3 credits: B) | 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 & TeachingMaster 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

| | |
|--|--|
| Vice-President of the Youth European People's Party (YEPP) <i>Vice-President (Elected for 2023-2025) of the biggest European political youth organisation (~1 Mio. Members)</i> | Brussels – Belgium 06.2023 - present |
| Free University of Bozen-Bolzano; Faculty of Economics (Online-Teaching – one course/semester) <i>External Lecturer in Technological Trends and AI // Technology, Media and Data in Tourism, Sports and Events</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 – 06.2023 |
| HSG; School of Management (SOM) & Institute for Systemic Management and Public Governance <i>Deputy Executive Director of MiMM and Lecturer Research Associate & PostDoc</i> | St. Gallen, Switzerland 09.2018 – present 09.2018 – present |
| Crowdy <i>Co-Founder and Head of Business Operations</i> | Zurich, Switzerland 04.2020 – 05.2021 |
| BearingPoint Switzerland AG <i>Strategy Consultant - Digital & Strategy - Financial Services:</i> | Zurich, Switzerland 02.2017 – 08.2018 |
| University of St. Gallen & Controlling Excellence Network St. Gallen <i>Academic Junior Consultant & Research Assistant</i> | St. Gallen, Switzerland 10.2015 – 12.2016 |
| Leitner Ropeways & Leitwind <i>Controlling & Finance Trainee</i> | Sterzing, Italy 07.2013 – 09.2013 |
| State Office for Statistics (ASTAT) <i>Interviewer</i> | Bozen, Italy 02.2011 – 04.2014 |
| European Parliament <i>Traineeship in care of Herbert Dorfmann, Member of the European Parliament (EPP)</i> | Brussels, Belgium; Strasbourg, France 08.2010 – 10.2010 |
| Various summer jobs during school (harvest helper, promoter, painter, waiter) | Summer breaks, Italy & Austria |

EXTRACURRICULAR ACTIVITIES & MEMBERSHIPS (SELECTED)

- **Academy of Marketing Science** 02.2023 – present
- **American Marketing Association** 01.2022 – present
- **Appointment Committee member for a professor position** in Organisational Behaviour (HSG) 05.2022 – 12.2022
- **Zukunft-Fabrik.2050:** ThinkTank: Cluster 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 – 09.2023
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
- **Südstern Network:** Active member (panel speaker @ “Impacts of COVID-19 on companies” 2020) 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

AWARDS & ACKNOWLEDGEMENTS*

*amount of price money or monetary value of awards/scholarships on request

- **AMA Sales SIG Dissertation Award 2024** - Runner-up*
- **DGT-ITB-Research Award 2024** - Award for “Best Dissertation”*
- **EPP Postgraduate Research Grant Award 2023** with short research stay at the European University Institute 2024*
- **Diploma with honours** of the Executive Diploma in the Art of Diplomacy with the invitation to the World Forum for Democracy 2023*
- **AMA DocSig grant** for the participation at the AMA23*
- **Schweizerische Akademie der Geistes- und Sozialwissenschaften (SAGW) grant** for the acceptance of two papers at the AMS23*
- **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 2021 & 2022*
- **Euregio-Youth Researcher Award finalist 2020 & 2021***
- **Aiest PhD Award 2021** 1st runner-up and **Aiest PhD Award 2023** 2nd runner-up
- **Winner of the european wide 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*

HIGHLIGHTED PUBLICATIONS

Published

- Gotsch, M. & Gasser, F. (2024). **The effect of autonomous sensory meridian response (ASMR) messages on consumer brand perceptions and intentions**, Journal of Consumer Behaviour (in print - accepted in June 24).
- Gasser, F. & Gotsch, M. (2024). **Corporate Social Responsibility (CSR) Communication in Ski Tourism: Impact of Different Communication Styles on Customer Perception and Sustainable Behavior**. In Bieger, T., Beritelli, P. & Laesser, C. (Hrsg.). Schweizer Jahrbuch für Tourismus 2023-2024 (pp. 19-38). Erich Schmidt Verlag.
- Gasser, F. & Gotsch, M. (2024). **Nachhaltigkeitskommunikation im Skitourismus: Auswirkung von verschiedenen Kommunikationsstilen auf die Kundenwahrnehmung und ihr Nachhaltigkeitsverhalten**. In Bieger, T., Beritelli, P. & Laesser, C. (Hrsg.). Schweizer Jahrbuch für Tourismus 2023-2024 (pp. 19-38). Erich Schmidt Verlag.
- Gasser, F. & Gotsch M. (2023). **Who will control our decisions in the future? Us, Artificial Intelligence - or their owners?** IMP-HSG, Universität St. Gallen.
- Gasser, F. (2023). **Big Data as Supportive Incentivization for Sustainable Behavior - Shaping Sustainable Tourism Behavior in the Alps with the Support of Image Recognition**. An Abstract. Academy of Marketing Science Yearly Conference Proceedings. AMS Proceedings.
- Gasser, F. (2023). **“Follow Me to Your Dream Destination” Behavioral Analysis of Effects of Persuasion Disclosure and Number of Followers on Followers’ Purchase Intention and Decision within Tourism**. An Abstract. Academy of Marketing Science Yearly Conference Proceedings.
- Gasser, F. (2023). **“Let Me Influence You, I’m an Influencer” – Behavioural analysis of effects of persuasion disclosure and number of followers on purchase intention and decision**. AMA Winter Academic Conference Proceedings, (34), 815-819.
- 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; (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?** EUureka! EURAC Blog.
- 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

- Gasser, F. & Gotsch, M. (2024): **Open Science: Die Demokratisierung der Wissenschaft darf nicht Science Fiction werden**, in: REATCH
- Beritelli, P.; Gasser, F. & Zeinab, R. (tbd.) **Choice heuristics for visiting cultural sites: A comparative study of 2 polar cases**. (Prefinal draft)

Ad hoc reviewer

- 2022 Hawaii International Conference on System Sciences (HICSS-56)
- 2023 Academy of Management Annual Meeting (AOM)

Chairing

- 2022 AMA Winter Conference: track “Digital and Social Media Marketing”
- 2023 AMS: track “Big Data and AI”
- 2023 AIEST: track “Tourist Behaviour II”

ADVANCED TRAINING / PARTICIPATION IN FORUMS & SYMPOSIA (SELECTED)

- | | |
|---|---------------------|
| • 2023 cycle of the Council of Europe Schools of Political Studies | 2023 |
| • Die Stadt als Reallabor (3-day workshop about urban buildings and spatial planning – Berlin) | 2022 |
| • Writing Grants Successfully (Horizon, Bridge, Excellencia, SNF) (1-day workshop HSG) | 2022 |
| • Silvius Magnago Akademie (8-day workshop about policy topics, e.g., political communication) | 2019 |
| • Zurich Crypto Summit (2-day workshop about the future of crypto technologies) | 2018 |
| • European Youth Event (each time 3 days - active discussions in the European Parliament, Strasbourg) | 2018/16/14 |
| • EUREGIO-Akademie (various policy workshops in the whole EUREGIO, 9 days, reunion 2020) | 2018/20 |
| • Advanced Consulting Skills training (5 days in Berlin - BearingPoint Consulting Challenge Winner Team) | 2017 |
| • Participation in the European Forum Alpbach | 21/20/1715/14/11/09 |