



Prof. Dr.  
**THOMAS AICHNER**

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## PROFESSIONAL EXPERIENCE

- Since 09/2016 **ASSISTANT PROFESSOR OF MARKETING**  
Alfaisal University, *College of Business* *Riyadh (Kingdom of Saudi Arabia)*  
Full-time faculty member. Engaged in research, teaching, and service.  
Teaching includes courses in the Bachelor of Business Administration (Consumer Behavior, Integrated Marketing Communications, Services Marketing, Marketing Research) and the MBA program (Services Marketing Management).  
Past and present service roles: Member of the Research Committee (2016/17, 2017/18), member of the Appeals Committee (2016/17, 2017/18), member of the CoB Advisory Council Awards Committee (2016/17), head of the Student Poster Competition Judging Group for Business & Management (2016/17), member of the BAE Systems KSA Project Management Student Competition Judging Group (2016/17, 2017/18).
- Since 02/2016 **LECTURER IN CONSUMER BEHAVIOUR**  
Free University of Bozen-Bolzano, *Faculty of Economics and Management* *Bolzano (Italy)*  
Teaching Consumer Behavior, a compulsory optional subject for final-year students of the trilingual Bachelor in Economics and Management.
- 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.
- 09/2010-01/2011 **INTERN REGIONAL OFFICE FOR SOUTHEAST ASIA AND THE PACIFIC**  
United Nations Office on Drugs and Crime (UNODC), *Division for Operations* *Vienna (Austria)*
- 06/2010-07/2010 **COMPANY CONSULTANCY PROJECT**  
J.P. Morgan AG *Frankfurt am Main (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 in Marketing (cotutelle), 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	<b>MSC IN EUROPEAN BUSINESS</b> ESCP Europe Business School	Berlin (Germany)
Graduated 05/2009	<b>BSC IN ECONOMICS AND MANAGEMENT</b> LUSPIO University (since 2013 UNINT University), Faculty of Economics	Rome (Italy)

## PUBLICATIONS

- 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(x), xxx-xxx.
- 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.
- Editorial Aichner, T. and Manrai, A.K. (2017) **Virtual Special Issue: Country of Origin Research.** *Journal of Global Marketing*, published on Taylor & Francis Online (tandfonline.com).
- 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.
- Book 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.
- 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.
- Article Aichner, T., Perkmann, U. and Coletti, P. (2015) **Warum sich Kunden an Mass Customization beteiligen.** *transfer Werbeforschung & Praxis* 61(3), 36-44.
- Article Aichner, T. and Jacob, F. (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 Coletti, P. (2013) **Customers' online shopping preferences in mass customization.** *Journal of Direct, Data and Digital Marketing Practice* 15(1), 20-35.
- 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.
- 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 Aichner, T. (2011) **Mass Customization: An Exploration of European Characteristics.** Heidelberg, Germany: Springer.