



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 and teaching. Teaching includes a number of concentration core courses in the Bachelor of Business Administration with Concentration in Marketing, for example Consumer Behaviour and Integrated Marketing Communications.
- Since 02/2016 **LECTURER IN CONSUMER BEHAVIOUR**
Free University of Bozen-Bolzano, *Faculty of Economics and Management* *Bolzano (Italy)*
Teaching Consumer Behaviour, 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 **MSC IN EUROPEAN BUSINESS**
ESCP Europe Business School *Berlin (Germany)*
- Graduated 05/2009 **BSC IN ECONOMICS AND MANAGEMENT**
LUSPIO University (since 2013 UNINT University), *Faculty of Economics* *Rome (Italy)*

PUBLICATIONS

- Book Chapter Sandrin, E., Forza, C., Anišić, Z. Suzic, N., Grosso, C., Aichner, T. and Trentin, A. (2016, forthcoming) **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.
- Article Aichner, T., Forza, C. and Trentin, A. (2016, forthcoming) **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*.
- 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.