# Dr. Alex Mari

**Senior Research Associate and Lecturer**
University of Zurich
Department of Business Administration
Chair of Marketing for Social Impact
University Research Priority Program in Social Networks

## Research Interest

- **Technology impact**: transformative consumer technologies and their impact on managerial and consumer decision-making.
- **Marketing trends**: emerging phenomena affecting marketing practice such as conversational AI, generative AI and automation.
- **Platform ecosystems**: adoption drivers and strategic management decisions in technological multi-sided platform ecosystems.
- **Research methods**: experimental and qualitative methods in consumer-, machine-, and management-oriented research projects.

## Education

**2018 – 2024**   UNIVERSITY OF ZURICH, *SWITZERLAND*
Doctorate in Business Administration, Marketing track (Dr. oec. or PhD)

Dissertation committee: Prof. Dr. René Algesheimer and Prof. Dr. Andrea Giuffredi-Kähr

**2020 - 2021**   SÄID BUSINESS SCHOOL, UNIVERSITY OF OXFORD, *UK*
Visiting PhD Program in Strategic Management

Sponsor: Consortium for Competitiveness and Cooperation (CCC); One year; remote (during Covid)

**2007 - 2010**   UNIVERSITY OF LUGANO, *SWITZERLAND*
Master of Science in Marketing

**2008**   CENTRAL UNIVERSITY OF FINANCE & ECONOMICS, *CHINA*
Exchange Master Student in International Marketing *

**2004 - 2007**   LIBERA UNIVERSITA' MARIA SS. ASSUNTA (LUMSA), *ITALY*
Bachelor of Arts in Corporate Communication, Marketing and Advertising

**2006**   ÅBO AKADEMI UNIVERSITY, *FINLAND*
Erasmus Bachelor Student in Intercultural Marketing *

## PhD Summer School and Executive Programs

**2023**   MIT SLOAN SCHOOL OF MANAGEMENT, *USA*
Summer School Medici in Management Studies - Platform Economy (invitation only)

**2020**   UNIVERSITY OF ST. GALLEN, *SWITZERLAND*
Summer School in Mediation, Moderation, and Conditional Analysis (I & II)

**2019**   UNIVERSITY OF CALABRIA, *ITALY*
Summer School in Experimental Design and Analysis

**2018**   SDA BOCCONI SCHOOL OF MANAGEMENT, *ITALY*
Big Data and Artificial Intelligence Marketing for executives (auditor)

**2017**   CANNES LIONS SCHOOL, *FRANCE*
CMO Accelerator Program for executives

**2014**   CEU BUSINESS SCHOOL, *HUNGARY*
Global Entrepreneurship Fellows Program for executives *

**2011**   SDA BOCCONI SCHOOL OF MANAGEMENT, *ITALY*
Diploma Digital Marketing for executives *                          * ~ *one semester*

## Award

2022   Stanley C. Hollander for **Best Retailing Paper** by the Academy of Marketing Science
2016   Top 50 **Marketing Technology** Influencers, Onalytica
2012   P&G **Leadership Award** "Power of You" from Vice President

## Teaching Experience

| 2022 - | **UNIVERSITY OF ZURICH**, *SWITZERLAND* |
| | Teaching Associate in Digital Marketing |
| | 3x Lecturer in Personal Branding and Digital Marketing – Bachelor; Last rating: 5.5/6.0 *(6 ECTS)* |
| | 3x Lecturer in Digital Marketing: Collaborative Project – Master; Last rating: 5.7/6.0 *(6 ECTS)* |
| | 2x Lecturer in Social Media Management – CAS in Medical Leadership; Last rating: 4.3/5.0 *(1 ECTS)* |
| | |
| 2023 - | **SBS SWISS BUSINESS SCHOOL**, *SWITZERLAND* |
| | Adjunct Faculty in Digital Marketing |
| | 3x Marketing Strategy and Analytics – MBA/EMBA; Last rating: 4.7/5.0 *(5 ECTS)* |
| | 3x Digital Marketing and Social Media Management – MBA/EMBA *(5 ECTS)* |
| | |
| 2012 - | **SDA BOCCONI, SCHOOL OF MANAGEMENT**, *ITALY* |
| | 19x Invited Module Lecturer in Digital and AI for Marketing – Executive *(~2h)* |
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| 2019 - 2022 | **UNIVERSITY OF ZURICH**, *SWITZERLAND* |
| | 9x Teaching Assistant, Mentor and Module Lecturer in Digital Marketing – Bachelor*, Master* |
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| 2018 - 2022 | **BOCCONI ASIA CENTRE**, *INDIA* |
| | 5x Invited Module Lecturer in Digital and AI Marketing – MBA *(~2h)* |
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| 2019 - 2022 | **MARCHE POLYTECHNIC UNIVERSITY**, *ITALY* |
| | 6x Visiting Seminar Lecturer in Marketing Innovation – Master and PhD *(~2h)* |
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| 2014 / 2019 | **BOCCONI UNIVERSITY**, *ITALY* |
| | 2x Co-Lecturer in Social Media Marketing Laboratory – Master *(~15h)* |
| | |
| 2014 - 2018 | **INTERNATIONAL INSTITUTE IN GENEVA**, *SWITZERLAND* |
| | 5x Adjunct Faculty in Digital Marketing – MBA *(5 ECTS)* |
| | |
| 2010 - 2013 | **MASTER PUBLITALIA MEDIASET**, *ITALY* |
| | 5x Adjunct Faculty in Digital Marketing – Professional Master *(5 ECTS)* |
| | |
| 2008 - 2010 | **UNIVERSITY OF LUGANO and SDA BOCCONI**, *SWITZERLAND & ITALY* |
| | Teaching and Research Assistant to Prof. Andreina Mandelli (marketing area) – all levels *(20 months)* |

## Guest Speaker MOOC

| 2022 | **SDA BOCCONI, SCHOOL OF MANAGEMENT**, *ITALY* |
| | Big Data and AI in Marketing Programme (via Emeritus) |
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| 2022 | **SDA BOCCONI, SCHOOL OF MANAGEMENT**, *ITALY* |
| | Digital Customer Experience (Online Programme SDA) |
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| 2021 | **SÄID BUSINESS SCHOOL, UNIVERSITY OF OXFORD**, *UK* |
| | Oxford Platforms and Digital Disruption Programme (via Esme Learning) |
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| 2021 | **SDA BOCCONI, SCHOOL OF MANAGEMENT**, *ITALY* |
| | Digital Analytics (Online Programme SDA) |

## Publication

### Peer-Reviewed Article (3)

(3) **Mari A.,** Mandelli A. & Algesheimer R. (under review) *AI-Assisted Shopping: Nudging Consumers on Voice Assistants through Default Option Recommendations.*

(2) **Mari A**., Mandelli A. & Algesheimer R. (under review) *Fear of Missing Out (FOMO) on Emerging Technology: Biased and Unbiased Adoption Decision Making.*

(1) **Mari A**., Mandelli A. & Algesheimer R. (2024) *Empathic voice assistants: Enhancing consumer responses in voice commerce.* Journal of Business Research, 175, 114566.

### Book Chapter (5)

(5) **Mari A.,** Mandelli A. & Algesheimer R. (2023) *Digital Corporate Communication and Voice Communication.* In Luoma-aho and Badham (eds.) Handbook of Digital Corporate Communication, Edward Elgar, 343-356.

(4) **Mari A.** & Algesheimer R. (2021) *AI-based Voice Assistants for Digital Marketing: Preparing for Voice Marketing and Commerce.* In Contemporary issues in Digital Marketing, Routledge, UK.

(3) **Mari A.** (2016) *The impact of social media on consumer-brand relationships.* In Karmarkar and Mangal (eds.) The UCLA Anderson Business and Information Technologies (Bit) Project: A Global Study of Business Practice. World Scientific Publishing Company.

(2)    Mandelli A. & **Mari A.** (2012) *The impact of digital technology on service networks: studying a case in the advertising sector.* In Karmarkar and Mangal (eds.) The UCLA Anderson Business and Information Technologies (Bit) Project: A Global Study of Business Practice. World Scientific Publishing Company.

(1)    Mandelli A., Accoto C. & **Mari A.** (2010) *Pratiche di social media measurement: esplorazione e modelli.* In A. Mandelli and C. Accoto (eds.), Marca e Metriche nei Social Media, Lugano, CH: Università della Svizzera italiana, 135 -167.

## Conference Proceeding (8)

(8)    **Mari A.**, Mandelli A. & Algesheimer R. (2022) *Shopping with Voice Assistants: How Empathy Affects Decision-Making Outcomes: An Abstract.* In Academy of Marketing Science Annual Conference (pp. 39-40). Cham: Springer Nature Switzerland.

(7)    **Mari A.** (2022) *Artificial Intelligence-based Voice Assistants as Social Media Platform: Anticipated Effect on Brands During Shopping.* Journal of Creative Industries and Cultural Studies: JOCIS, (6), 56-71.

(6)    **Mari A.** & Algesheimer, R. (2021) *The Role of Trusting Beliefs in Voice Assistants during Voice Shopping.* In Proceedings of the 54th Hawaii International Conference on System Sciences, pp. 4073 - 4082.

(5)    **Mari A.**, Mandelli A. & Algesheimer R. (2020) *The Evolution of Marketing in the Context of Voice Commerce: A Managerial Perspective.* In: Nah FH., Siau K. (eds) HCI in Business, Government and Organizations. HCII 2020. Lecture Notes in Computer Science, vol 12204. Springer, Cham.

(4)    **Mari A**. (2019) *Voice Commerce: Understanding shopping-related voice assistants and their effect on brands.* In IMMAA Annual Conference. Northwestern University in Qatar, Doha (Qatar).

(3)    **Mari A.** (2019) *The Rise of Machine Learning in Marketing: Goal, Process, and Benefit of AI-Driven Marketing.* Research Report, University of Zurich. DOI: 10.13140 /RG.2.2.16328.16649

(2)    Mandelli A. & **Mari A.** (2011) *The relationship between social media conversations and reputation during a crisis: The Toyota case.* International Journal of Management Cases, 456 - 489, 14 (1).

(1)    Mandelli A., Accoto C. & **Mari A.** (2010) *Social Media Metrics: Practices of Measuring Brand equity and Reputation in Online Social Collectives.* 6th International conference 'Thought leaders in Brand Management', Università della Svizzera Italiana, Lugano, Switzerland.

## Research Projects and Community Service (4)

(4)    **Research Leader**: AI Empathy Research Initiative – supported by the UZH Foundation: https://cutt.ly/AIE

(3)    **Program Coordinator**: Marketing Group Zurich, a joint research initiative of the marketing chairs at UZH and ETH Zurich.

(2)    **Thesis supervision:** Master (11x) and Bachelor (14x) at UZH; MBA (2x) at SBS (best thesis award).

(1)    **Ad-hoc Peer Reviewer**: Management Decision, Information Systems Journal, European Journal of Marketing, International Journal of Human-Computer Interaction, ACM CHI, Tourism and Hospitality Research, Behaviour & Information Technology, and Journal of Industrial and Business Marketing.

## Academic Conference – Since 2022 (4)

(4)    **World Internet Project (WIP)** Annual Conference 2023, University of Zurich, Switzerland
*"Present and Future of AI-based Voice Assistants"* with Andreina Mandelli and René Algesheimer

(3)    **Strategic Management Society (SMS)** Special Conference 2022, SDA Bocconi, Italy
*"FoMO in Platform Ecosystems"* with Andreina Mandelli and René Algesheimer

(2)    **Academy of Marketing Science (AMS)** Annual Conference 2022, Monterey Bay, USA
*"Shopping With Voice Assistants"* with Andreina Mandelli and René Algesheimer

(1)    **Artificial Intelligence in Management (AIM)** Conference 2022, Marshall School of Business, USC, USA
*"AI-Driven Platform Ecosystems"* with Andreina Mandelli and René Algesheimer

## Invited Research Talk (16)

(16)    2024    Sasin School of Management, Thailand - **Prof. Thomas Connelly**
(15)    2024    Thammasa Business School, Thailand - **Prof. Alisara Charinsarn**
(14)    2024    Sunway Business School, Malaysia - **Prof. Lim Wenig Marc**
(13)    2024    USCI Graduate Business School, Malaysia - **Prof. Eugene Aw**
(12)    2023    Catholic University of Milan, Italy - **Prof. La Rocca**
(11)    2022    Northwestern University in Qatar, Qatar - **Prof. Allagui**
(10)    2021    Jyväskylä School of Business and Economics, Finland - **Prof. Niininen**
(9)    2021    Grenoble School of Management, France - **Prof. Liouka**
(8)    2021    Catholic University of Milan, Italy - **Prof. La Rocca**
(7)    2020    University of London X Riinvest, Kosovo - **Prof. Shala**
(6)    2020    Bocconi University, Italy - **Prof. Mandelli**

| (5) | 2019 | University of Lugano, Switzerland - **Prof. Mandelli** |
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| (4) | 2019 | Jyväskylä School of Business and Economics, Finland - **Prof. Niininen** |
| (3) | 2019 | Grenoble School of Management, France - **Prof. Liouka** |
| (2) | 2019 | University of St. Gallen, Switzerland - **Prof. Bresciani** |
| (1) | 2018 | ESA Business School, Lebanon - **Prof. Som** |

## Work Experience

**09/18 –**   **UNIVERSITY OF ZURICH**, *SWITZERLAND*
Senior Research Associate

Research Associate in AI and digital marketing at the Chair of Marketing for Social Impact and URPP Social Networks. Award-winning marketing research focusing on AI platform adoption, AI empathy, AI voice assistants and generative AI. Instructor and Guest Lecturer in digital marketing and personal branding at the bachelor, master and executive levels.

**01/17 – 06/18**   **FENNEX AG** (Joint Venture), *SWITZERLAND*
CEO and Co-Founder

Mobile health company bringing augmented hearing to the masses. Business and technical leader of a team of 8 senior engineers and marketers; $1M in seeding funds (joint venture); Steering committee leader; First app specifically designed for Apple AirPods; Best-rated and fastest-growing hearing aid app in 2017. Selected by the accelerator program "Fusion" in Geneva.  Read more: https://cutt.ly/FENNEX

**08/15 – 12/16**   **SONOVA GROUP**, *SWITZERLAND*
Global Director of Digital Marketing & E-Commerce

Conceived, developed and coordinated a Centre of Excellence for Digital Marketing & eCommerce. Managed a team of 15+ senior digital managers responsible for defining and implementing digital marketing, digital content and eCommerce strategy across brands/markets ($4M budget); Coordinated regional activities with 30 managers in 20 countries; Member of the executive management board.

**11/13 – 07/15**   **BRANDMATE Ltd.**, *VIETNAM*
CEO and Founder

Influencer marketing platform where brand ambassadors co-created marketing content with brand managers. Creative and technical leader of a team of 6 members based in HCHC, Vietnam. Partnered with IBM and Microsoft start-up programs. Selected by the Global Entrepreneurship Fellows Program at CEU Business School in Budapest.

**10/11 – 10/13**   **PROCTER & GAMBLE**, *SWITZERLAND*
Brand Manager

Delivery Brand Manager WE for Braun, Small Home Appliances (1st assignment) and Delivery Brand Manager CEEMEA for Mr.Clean, Household products (2nd assignment). Business leader responsible for developing and driving superior brand strategy (portfolio, pricing and promotional strategy, communication plan), market and business analysis, packaging development, visual identity and communication toolbox execution.

**12/10 – 09/11**   **TIM MUSIC**, *SWITZERLAND*
Head of Digital Marketing

**02/09 – 07/09**   **AKQA**, *ITALY*
Digital Marketing Trainee

**2004 – 2009**   - Growth Strategy Coach, **CP Start-up Lugano** (Education); *ad-hoc collaboration.*
- Italy Leader Quality Control P&G, **Leader Field** (Market Research); *4 years (summer job).*
- Manager Market Insights, **Field Service Italia** (Market Research); *3 years (20%).*
- Web Marketing Specialist, **Lilium Resorts** (Hospitality); *2 years (30%).*

## Industry Keynote Presentation (9)

| (9) | 2023 | Past, Present and Future of AI Voice Assistants, *AI in Marketing, Marketing Week* (GR). |
|-----|------|----------------|
| (8) | 2019 | The AI-Driven Marketing Strategy, *Marketing Analytics Summit* (IT). |
| (7) | 2019 | The Infusion of Machine Learning in Marketing, *Medtech Commercial Leaders Forum* (BE). |
| (6) | 2019 | Machine Learning in Marketing, *How Innovation Drives Growth; MediaCom* (CH). |
| (5) | 2019 | The Rise of AI Marketing, *Online Marketing Trend Conference* (CH). |
| (4) | 2018 | The Agile Digital (Marketing) Department, *MarTech by Marketing Week* (GR). |
| (3) | 2017 | New Frontiers of Digital Marketing, *Young Generation - Phonak at Eataly* (IT). |
| (2) | 2017 | Digital Transformation in the Medical Device Industry, *Medtech Commercial Leaders Forum* (CH). |
| (1) | 2016 | How Digital Is Transforming Marketing, *MarTech Europe Conference* (UK). |

## Consulting and Coaching Project (8)

| (8) | 2024 | BRCCH (foundation) - Research centre for child health - Scientists training on personal branding |
| (7) | 2023 | Interex (company) - Grocery retailing - Executive training on AI in retailing trends |
| (6) | 2019 | Crownhealth (startup) - Healthy sports nutrition - Digital marketing strategy |
| (5) | 2019 | Hearing Home (startup) - Hearing aids retailing - Business strategy |
| (4) | 2018 | Snowcookie (startup) - Wearable ski technology - Marketing strategy |
| (3) | 2018 | Chalhoub Group - Luxury retailing - Executive training on digital strategy |
| (2) | 2018 | Safilo Group - Eyewear segment - Executive coaching on social media |
| (1) | 2017 | Sonova Group (Italy) - Medical devices - Digital audit and recruiting |

## Other skill

Technical Proficiency: Proficient user of SPSS (incl. PROCESS Macro); Proficient user of NVivo; Intermediate knowledge of Mplus (SEM).

Languages: Full professional proficiency in English, Italian native speaker.

## Reference

**Prof. Dr. René Algesheimer**
Full professor, Marketing for Social Impact
Director URPP Social Networks
University of Zurich
Andreasstrasse 15, Zurich
Rene.algesheimer@business.uzh.ch

**Prof. Dr. Andreina Mandelli**
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Bocconi University, SDA Bocconi,
Bocconi Asia Center, University of Lugano
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