



## Alex Mari

### Research Associate and Teaching Associate University of Zurich

Department of Business Administration  
Chair of Marketing and Market Research  
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 Candidate in Business Administration, Marketing track (Dr. oec. or PhD)  
Dissertation committee: Prof. Dr. René Algesheimer and Prof. Dr. Andrea Giuffredi-Kähr  
Thesis accepted; Defense date: June 4<sup>th</sup>, 2024; Degree conferral date: July 17<sup>th</sup>, 2024
- 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  
2x Lecturer in Personal Branding and Digital Marketing – Bachelor; Last rating: 5.5/6.0 (6 ECTS)  
2x 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  
1x Marketing Management – 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)
- 2019 - 2022 **UNIVERSITY OF ZURICH, SWITZERLAND**  
9x Teaching Assistant, Mentor and Module Lecturer in Digital Marketing – Bachelor, Master
- 2018 - 2022 **BOCCONI ASIA CENTRE, INDIA**  
5x Invited Module Lecturer in Digital and AI Marketing – MBA (~2h)
- 2019 - 2022 **MARCHE POLYTECHNIC UNIVERSITY, ITALY**  
6x Visiting Seminar Lecturer in Marketing Innovation – Master and PhD (~2h)
- 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)
- 2022 **SDA BOCCONI, SCHOOL OF MANAGEMENT, ITALY**  
Digital Customer Experience (Online Programme SDA)
- 2021 **SÄID BUSINESS SCHOOL, UNIVERSITY OF OXFORD, UK**  
Oxford Platforms and Digital Disruption Programme (via Esme Learning)
- 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 through Voice Assistants*. Journal of the Academy of Marketing Science.
- (2) **Mari A.,** Mandelli A. & Algesheimer R. (under review) *Fear of Missing Out (FOMO) on Emerging Technology: Biased or Unbiased Adoption Decision Making*. Organizational Behavior and Human Decision Processes.
- (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 (7)

- (7) **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.
- (6) **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.
- (5) **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.
- (4) **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. HCI 2020. Lecture Notes in Computer Science*, vol 12204. Springer, Cham.
- (3) **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).
- (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.

### Other Publication and Community Service (4)

- (4) **Research Report:** 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
- (3) **Thesis supervision:** Master (11x) and Bachelor (14x) at UZH; MBA (1x) at SBS (best thesis award).
- (2) **Program Coordinator:** Marketing Group Zurich, a joint research initiative of the marketing chairs at UZH and ETH Zurich.
- (1) **Ad-hoc Peer Reviewer:** Management Decision, Information Systems Journal, European Journal of Marketing, International Journal of Human-Computer Interaction, ACM CHI, Behaviour & Information Technology, and Journal of Industrial and Business Marketing.

### Academic Conference – Last 2 years (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 (12)

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| (12) | 2023 | Catholic University of Milan, Italy - <b>Prof. La Rocca</b>                 |
| (11) | 2022 | Northwestern University in Qatar, Qatar - <b>Prof. Allagui</b>              |
| (10) | 2021 | Jyväskylä School of Business and Economics, Finland - <b>Prof. Niininen</b> |
| (9)  | 2021 | Grenoble School of Management, France - <b>Prof. Liouka</b>                 |
| (8)  | 2021 | Catholic University of Milan, Italy - <b>Prof. La Rocca</b>                 |
| (7)  | 2020 | University of London X Riinvest, Kosovo - <b>Prof. Shala</b>                |
| (6)  | 2020 | Bocconi University, Italy - <b>Prof. Mandelli</b>                           |
| (5)  | 2019 | University of Lugano, Switzerland - <b>Prof. Mandelli</b>                   |
| (4)  | 2019 | Jyväskylä School of Business and Economics, Finland - <b>Prof. Niininen</b> |
| (3)  | 2019 | Grenoble School of Management, France - <b>Prof. Liouka</b>                 |
| (2)  | 2019 | University of St. Gallen, Switzerland - <b>Prof. Bresciani</b>              |
| (1)  | 2018 | ESA Business School, Lebanon - <b>Prof. Som</b>                             |

## Work Experience

- 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 (1<sup>st</sup> assignment) and Delivery Brand Manager CEEMEA for Mr.Clean, Household products (2<sup>nd</sup> 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)

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

## Consulting and Coaching Project (8)

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|-----|------|--|
| (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: Fluent in English, Italian native speaker.

## Reference

### **Prof. Dr. René Algesheimer**

Full professor, Marketing  
Director URPP Social Networks  
University of Zurich  
Andreasstrasse 15, Zurich  
Rene.algesheimer@business.uzh.ch

### **Prof. Dr. Andreina Mandelli**

Adjunct Professor, Digital Marketing  
Bocconi University, SDA Bocconi, Bocconi Asia Center,  
University of Lugano  
Via Serfatti 10, Milan  
Andreina.mandelli@sdabocconi.it