



Alex Mari

Research Associate, Teaching Fellow and PhD Candidate 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 - **UNIVERSITY OF ZURICH, SWITZERLAND**
Doctorate Candidate in Business Administration (Marketing track)
Dissertation committee: Prof. Dr. René Algesheimer and Prof. Dr. Andreina Mandelli (co-examiner)
Award: Stanley C. Hollander for Best Retailing Paper by the Academy of Marketing Science 2022
- 2021 **SÄID BUSINESS SCHOOL, UNIVERSITY OF OXFORD, UK**
Visiting PhD Program in Strategic Management (remote) *
Sponsor: Consortium for Competitiveness and Cooperation (CCC)
- 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 Education

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

Teaching Experience

- 2022 - **UNIVERSITY OF ZURICH, SWITZERLAND**
Lecturer in Personal Branding and Digital Marketing - Bachelor; Last rating: 5.8/6.0 (6 ECTS)
Lecturer in Digital Marketing: Collaborative Project - Master; Last rating: 5.7/6.0 (6 ECTS)
Lecturer in Social Media Management - CAS in Medical Leadership; Last rating: 4.3/5.0 (1 ECTS)
Instructor in Personal Branding: Individual Projects - Bachelor; Last rating: pending (3 ECTS)

- 2023 - **SBS SWISS BUSINESS SCHOOL, SWITZERLAND**
Adjunct Faculty in Digital Marketing and Marketing Management - MBA and EMBA (5 ECTS, 3x)
- 2012 - **SDA BOCCONI, SCHOOL OF MANAGEMENT, ITALY**
Invited Lecturer in Digital and AI for Marketing - Executive (~2h, 19x)
- 2019 - 2022 **UNIVERSITY OF ZURICH, SWITZERLAND**
Teaching Assistant and Module Lecturer in Personal Branding and Digital Marketing (9x)
- 2018 - 2022 **BOCCONI ASIA CENTRE, INDIA**
Invited Lecturer in Digital and AI Marketing - MBA (~2h, 5x)
- 2019 - 2022 **MARCHE POLYTECHNIC UNIVERSITY, ITALY**
Visiting Lecturer in Marketing Innovation - Master and PhD (2h, 6x)
- 2014 / 2019 **BOCCONI UNIVERSITY, ITALY**
Co-Lecturer in Social Media Marketing (Lab) - Master (~15h, 2x)
- 2014 - 2018 **INTERNATIONAL UNIVERSITY IN GENEVA, SWITZERLAND**
Adjunct Faculty in Digital Marketing - MBA (24h, 5x)
- 2010 - 2013 **MASTER IN MARKETING AND DIGITAL COMMUNICATION PUBLITALIA, ITALY**
Adjunct Faculty in Digital Marketing - Professional Master (24h, 5x)
- 2008 - 2010 **UNIVERSITY OF LUGANO and SDA BOCCONI, SWITZERLAND & ITALY**
Teaching Assistant in Digital and Social Media Marketing - Master and Executive (2 years)

Guest Speaker MOOC (4)

- (4) 2022 - **SDA BOCCONI, SCHOOL OF MANAGEMENT, ITALY**
Big Data and AI in Marketing Programme (via Emeritus)
- (3) 2022 - **SDA BOCCONI, SCHOOL OF MANAGEMENT, ITALY**
Digital Customer Experience (Online Programme SDA)
- (2) 2021 - **SÄID BUSINESS SCHOOL, UNIVERSITY OF OXFORD, UK**
Oxford Platforms and Digital Disruption Programme (via Esme Learning)
- (1) 2021 - **SDA BOCCONI, SCHOOL OF MANAGEMENT, ITALY**
Digital Analytics (Online Programme SDA)

Invited Research Talk (11)

- (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 Università Cattolica del Sacro Cuore, 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**
- (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**

Academic Conference - From 2022 (4)

- (4) 2023 **WORLD INTERNET PROJECT (WIP) Annual Conference**
University of Zurich, Switzerland
"Present and Future of AI-based Voice Assistants"
with Andreina Mandelli and René Algesheimer
- (3) 2022 **STRATEGIC MANAGEMENT SOCIETY (SMS) Special Conference**
SDA Bocconi, School of Management
"FoMO in Platform Ecosystems: How Emotions Affect Complementor's Strategic Adoption Decisions" and
"Balancing Breadth and Depth in Platform Adoption Strategy: Exploring Voice Assistant Ecosystems"
with Andreina Mandelli and René Algesheimer

- (2) 2022 **ACADEMY OF MARKETING SCIENCE (AMS)** Annual Conference
Monterey Bay, California
"Shopping With Voice Assistants: How Empathy Affects Decision-Making Outcomes"
with Andreina Mandelli and René Algesheimer
- (1) 2022 **ARTIFICIAL INTELLIGENCE IN MANAGEMENT (AIM)** Annual Conference
Marshall School of Business, University of Southern California (remote)
"AI-Driven Platform Ecosystems: How Emotions Affect Strategic Adoption Decisions"
with Andreina Mandelli and René Algesheimer

Publication

Peer-Reviewed Article (3)

- (3) **Mari A.**, Mandelli A. & Algesheimer R. (writing process) "Alexa, Buy Me Batteries!" - The Impact of Trust and Default Options on Recommendation Acceptance. Target outlet: Technological Forecasting and Social Change.
- (2) **Mari A.**, Mandelli A. & Algesheimer R. (under submission) Fear of Missing Out (FOMO) Effect on Managerial Decision-Making: A Multi-Stakeholder Perspective. Target outlet: Journal of Management Studies.
- (1) **Mari A.**, Mandelli A. & Algesheimer R. (under review) Shopping with Voice Assistants: How Empathy Affects Individual and Family Decision-Making Outcomes. Journal of Business Research (R&R).

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. HCII 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.

Others: Service and Other Publication (4)

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

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
Award: Top 50 Marketing Technology Influencers - Onalytica (2016)
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
Award: P&G Leadership Award "Power of You" from VP (2012)
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 by 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 Eataty* (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 Project (10+)

- (7) 2019 Crownhealth (startup) - Healthy sports nutrition - Digital marketing strategy
(6) 2019 Hearing Home (startup) - Hearing aids retailing - Business strategy
(5) 2018 Snowcookie (startup) - Wearable ski technology - Marketing strategy
(4) 2018 Chalhoub Group - Luxury retailing - Executive training on digital strategy
(3) 2018 Safilo Group - Eyewear segment - Executive coaching on social media
(2) 2017 Sonova Group (Italy) - Medical devices - Digital audit and recruiting
(1) prior GSK, DNV-GL, Vodafone, and others.

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

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Director URPP Social Networks
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Dr. Andreina Mandelli

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