

Curriculum Vitae

Dr. Mag. Florian Gasser, MSc MSc BSc BA

EDUCATION & POSTGRADUATE DIPLOMAS

European Academy of Diplomacy	Warsaw, Poland
<ul style="list-style-type: none">Executive Diploma in the Art of Diplomacy (Part-time during weekends) (Diploma with honours) 12.2022 – 09.2023 Specialisation in International Security Selected as one of around 100 young global scholars / 12 were awarded "with honours"	
University of St. Gallen (HSG)	St. Gallen, Switzerland
<ul style="list-style-type: none">PhD of Management HSG (Dr. Oec. HSG) (Defensio: Summa Cum Laude; several dissertation awards) 09.2018 – 05.2023 Focuses: Digital transformation Customer behaviour, Social media (influencing), Tourism Research methods: Behavioural experimental designs, In-depth interviewsCertificate of Advanced Studies University Didactics 09.2018 – 12.2020 University teaching certificate Portfolio project: Structuring and evaluating a new master's programme (MiMM)	
University of New Orleans	New Orleans, USA
<ul style="list-style-type: none">Exchange year (Dean's list - GPA 3.86/4) 08.2012 – 05.2013	
University of Innsbruck (UIBK) (Independent studies - no double-degree programs)	Innsbruck, Austria
<ul style="list-style-type: none">Master of Science in Accounting, Auditing & Taxation 11.2011 – 12.2014 Specialisation in Management Accounting (measurements of intangibles) Master's thesis: "University Rankings - Quality Assurance par Excellence?" (1/1) Honorary mention of the thesis at the graduation ceremony by the vice-rector for Student Affairs & TeachingMaster of Science in European Policy & Integration 11.2011 – 10.2015 Specialisation in GASP and Election Analysis Master's thesis: "The Dilemma of the European Parliament Elections" (1/1)Magister rer. Soc. Oec. In International Business & Economics 11.2011 – 06.2015 Specialisation in International Management & Econometrics Master's thesis: "Strategic University Management – Quality First" (1/1)Bachelor of Arts in Political Science 10.2008 – 07.2011 Specialisation in Media, International Relations & European Integration Bachelor's thesis: "European Parliament Election Analysis 2009 with Focus on South Tyrol - Italy" (1/1)Bachelor of Science in Business & Economics 10.2008 – 07.2011 Specialisation in Banking, Corporate Management, Controlling & Statistics Bachelor's thesis: "Public Governance: How to Manage Organizations in a sustainable way" (2/1)	

WORK EXPERIENCE

Zurich University of Applied Sciences (ZHAW)	Winterthur, Switzerland
<i>Lecturer in Digital Marketing & Marketing Technology / Brand Management</i>	08.2025 – present
<i>Program Director of the CAS in Content Marketing</i>	08.2025 – present
HSG; School of Management (SOM) & Institute for Systemic Management and Public Governance	St. Gallen, Switzerland
<i>PostDoc & Lecturer</i>	01.2024 – present
<ul style="list-style-type: none">Researching with different research teamsResearch projects: SECO digitalisation report in tourism; BrainDrain & TourTech in tourism, travel heuristics in a cultural siteTeaching in various bachelor's and master's coursesSupervision of academic theses (bachelor's and master's) and group leader of the Integration Week (assessment centre)	
<i>Deputy Executive Director of MiMM, Research Associate and Lecturer</i>	09.2018 – 08.2025
<ul style="list-style-type: none">Managing the master's programme in Marketing Management – MiMMResponsible for the QS Business Master's Rankings (Result: 14th best Marketing program worldwide and best in Switzerland)Stakeholder management (institutes, professors, students, schools, administration, external partners, etc.)Organizing and teaching six applied research projects for the MiMM master's (3-semester-long courses in cooperation with various companies to solve real problems (Microsoft, AXPO, Swisscom, Leitner, Hilti, Lindt & Sprüngli; Swisscom, etc.)	
Vice-President of the Youth European People's Party (YEPP)	Brussels, Belgium
<i>Vice-President (Elected for 2023-2025) of the biggest European political youth organisation (≈1 Mio. members)</i>	06.2023 – 07.2025
<ul style="list-style-type: none">Policy meetings with leading politicians like prime ministers, presidents, ministers, and member of the EU parliamentCo-Author of the EPP/YEPP-program 2024-2029Co-Organiser of the Transatlantic Youth Summit (Gathering of 60 young potential leaders from EU/US in Washington)	
Free University of Bozen-Bolzano; Faculty of Economics (Online-Teaching)	Bruneck, Italy
<i>Lecturer in Technological Trends and AI // Technology, Media and Data in Tourism, Sports and Events</i>	02.2023 – present
University of St. Gallen (HSG); School of Humanities and Social Sciences (SHSS)	St. Gallen, Switzerland
<i>Lecturer in Comparative Politics & Vergleichende Politikwissenschaft</i>	07.2022 – 05.2023
Freelancer	Italy and Switzerland
<i>Consultant (in the field of Policy Making, Marketing, Sustainability, Consumer Behaviour, Regional Development)</i>	01.2022 – present

Crowdy	Zurich, Switzerland
<i>Co-Founder and Head of Business Operations</i>	04.2020 – 05.2021
<ul style="list-style-type: none"> Idea creation and monetization development of crowdedness detection with telecommunication data and image recognition to reduce negative effects of overtourism towards soft tourism and to support approaches where the flow of people (e.g., tourists) can be guided in a more balanced way, helping nature, society and companies with their utilization planning Presentation of ideas to various stakeholders, such as the Israeli Ministry of Health, Swisscom, A1, etc. Preparing of the exit – Crowdy was sold to Swisscom, Switzerland's leading telecommunication company, and is now integrated in Swisscom Mobility Insights 	
BearingPoint Switzerland AG	Zurich, Switzerland
<i>Strategy Consultant - Digital & Strategy - Financial Services:</i>	02.2017 – 08.2018
<ul style="list-style-type: none"> Holistic ownership and understanding of client database Working closely with MDs and partners at the client to provide support, using strong and effective communication skills Process optimization of a Swiss insurer and extrapolating the system requirements and main pillars of the change management Defining an integrated marketing strategy for a leading Swiss mobility provider and derivation of main fields of action Organizing and optimizing an industry-leading IoT project, including leading a team of seven Strategic support regarding regulatory questions (IDD) for an insurer in Liechtenstein 	
University of St. Gallen & Controlling Excellence Network St. Gallen	St. Gallen, Switzerland
<i>Academic Junior Consultant & Research Assistant</i>	10.2015 – 12.2016
<ul style="list-style-type: none"> Responsible for public relations & CRM (corporations & students) Optimization of an Excel-based financial cockpit for use in executive MBA education and with international partners Project leadership of transfer projects in dynamic business simulation and value-driver scenario planning in the automotive sector, including data interrogation & analysis of large data sets (particularly balance sheets & income statements) 	
Leitner Ropeways & Leitwind	Sterzing, Italy
<i>Controlling & Finance Trainee:</i>	07.2013 – 09.2013
<ul style="list-style-type: none"> In charge of evaluation of the SAP implementation process, budgeting, forecasting, internal cost allocation & transfer pricing Remote coordination of team members to define a business strategy for the Indian ropeway and wind power plants market 	
State Office for Statistics (ASTAT)	Bozen, Italy
<i>Interviewer:</i>	02.2011 – 04.2014
<ul style="list-style-type: none"> Performed over 300 interviews for different studies in English, Italian & German 	
European Parliament	Brussels, Belgium; Strasbourg, France
<i>Traineeship in care of Herbert Dorfmann, Member of the European Parliament (EPP)</i>	08.2010 – 10.2010
<ul style="list-style-type: none"> Organizational management, public relations and communication with other MEPs & major interest groups Working out suggested solutions for citizen requests Drafting amendments for committee meetings (AGRI and ECON) & working out regulatory solutions for policies 	
Various summer jobs during school (harvest helper, promoter, painter, waiter)	Summer breaks, Italy & Austria

EXTRACURRICULAR ACTIVITIES & MEMBERSHIPS (SELECTED)

Young Network Trans Europe Fellow 2026-2030 (Die Junge Akademie)	07.2026 – present
Lucerne Dialogue Fellow	11.2025 – present
Academy of Marketing Science	02.2023 – present
American Marketing Association	01.2022 – present
Appointment Committee member for a professor position in Organisational Behaviour (HSG)	05.2022 – 12.2022
Zukunft-Fabrik.2050: ThinkTank: Cluster Future of Work and Idea Creation Challenge Lead	10.2021 – present
Member of the Senate of the University of St. Gallen (elected for 2021; re-elected 2022)	09.2021 – 09.2023
Politics and Sustainability Commission / Doctorate Commission	
GreenTech Alliance Advisor (supporting sustainability-focused start-ups across Europe)	05.2020 – present
Member of the Academic Jury of the renowned St. Gallen Symposium "Global Essay Challenge"	01.2020 – present
Politika: Active member (2 publications thus far)	01.2019 – present
Südstern Network: Active member (panel speaker @ "Impacts of COVID-19 on companies" 2020)	01.2017 – present
St. Gallen Model United Nations: Active member (e.g., delegate WTO LIMUN 2017)	10.2016 – 03.2018
AIESEC Innsbruck: VP of Project Management (organised workshops for 1,300 participants)	10.2013 – 05.2015
Led teams of 5 & 7 people, improved processes & efficiency rate up to 220%	
Chief Editor of the monthly local newspaper S'Blattl (Chief Editor until 2021, now Editor)	01.2009 – present
Member of 2 local choirs with various concerts in Italy and Austria	05.2000 – 01.2009

AWARDS & ACKNOWLEDGEMENTS*

*amount of prize money or monetary value of awards/scholarships on request

- SHSG Teaching Award Winner 2026** - Best Lecturer of the University of St. Gallen; received a **star** in the "Hall of Teaching Fame"
- Alumni of the Year Award 2026** of the European Academy of Diplomacy
- Nominee for the "Wissenschaftspreis 2026"** of the EHI Foundation & GS1 Germany
- Voted as member of the **Young Network TransEurope 2026-2030** - Berlin-Brandenburg Academy of Sciences and Humanities
- 45 under 45: Lucerne Dialogue Bootcamp 2025** of the European Economic Forum
- Research Award for Outstanding Early-Career Research in Wholesale 2025** from the ForveG/BGA Germany
- Nominee for the SHSG Teaching Award 2025 (TOP 3)**
- Alfred Gerardi Gedächtnispreis 2024*** of the DDV
- DGT-ITB-Research Award 2024** - Award for "Best Dissertation"*
- American Marketing Association Sales SIG Doctoral Dissertation Award 2024** – Runner-up*
- ICIEMC 2024 Special Distinction Award in Consumer Behaviour & Tourism**
- AIEST Best Contribution Award 2024** – Runner-up und den **AIEST Peter Keller Award 2024** – Runner-up

- **EPP Postgraduate Research Grant Award 2023** with short research stay at the European University Institute 2024*
- **Diploma with honours** of the Executive Diploma in the Art of Diplomacy with the invitation to the World Forum for Democracy 2023*
- **AMA DocSig grant** for the participation at the AMA23*
- **Schweizerische Akademie der Geistes- und Sozialwissenschaften (SAGW) grant** for the acceptance of two papers at the AMS23*
- **HSG research grant 2021** granted by the Behavioural Lab - University of St. Gallen for innovative experimental research*
- **PhD scholarship** from the Hanns-Seidel Foundation for gifted scholars 2021 & 2022*
- **Euregio-Youth Researcher Award finalist 2020 & 2021***
- **Aiest PhD Award 2021** 1st runner-up and **Aiest PhD Award 2023** 2nd runner-up
- **Winner of the european wide European People's Party Photo Challenge 2021:** "Snapshot of Europe"
- **Entrepreneurial Talents Award 2020** - Scholarship from the **Dr. Werner Jackstädt Foundation*** & Center of Entrepreneurship, HSG
- **German Symposium Scholarship 2020, 2021 and 2022 from the LSE German Society***
- **Returning scholarship** for the idea & organization of the "EU 2.0 Hackathon" from CASA, Mercator Foundation, EFA (2020/21)*
- **Swiss VersusVirus Hackathon Awardee 2020:** Business Lead - Project "**Crowdy**" (one of the winning projects out of 265 entries that won funds*) – exit from the start-up 2021, sold our start-up to Swisscom, now part of Swisscom Mobility Insights
- **Part of the top performance team of the "CEO for 2 Days" challenge 11/2019** from Stern Stewart & Co. (Munich)
- **Wings of Excellence Awardee – Leader of Tomorrow 2019** including invitation to the 49th St. Gallen Symposium*
- **Research grant of the country South Tyrol*** (2017) & **e-fellows scholarship**
- **3 "Leistungsstipendien"** of the country South Tyrol (2011, 2014, 2015 (for three different programs)*)
- **Graduation speaker at the graduation ceremony of the University of Innsbruck with honorary mention 2015**
- **High Potential Award 2014 & 2015** (Awarded by "Profil" as one of the "top 100 graduates of the year" of Austrian universities)
- **Research grant** for diploma thesis with emphasis on Strategic University Management - Quality Management 2014*
- **3 Awards for brilliant academic achievements 2011** of the UIBK (2011 for two programs and 2013)*
- **European Forum Alpbach scholarship 2009, 11, 14, 15, 20 & 21** awarded by Club Forum Alpbach Südtirol, EFA and PwC Austria*

MAJOR PRESENTATIONS & CONFERENCE CONTRIBUTIONS (SELECTED)

- **23.11.2024** - Panelist for the Panel "AI & Digitalisation: "Shaping Tomorrow's Economy and Workforce" (YEPP-Council, Athens)
- **19.10.2024** - Speaker at the Hi Potential Career Event of the Hanns Seidel Foundation (Munich)
- **26.09.2024** - Speaker at the "Distinct Speaker Series" of the University of Applied Sciences of the Grisons (Chur)
- **23.09.2024** - NIMCon, Presentation about "Influencing Purchases" (Nuremberg Institute for Market Decisions)
- **27.08.2024** - Aiest 24, Bozen: Paper presented (**Aiest Best Contribution Award & Aiest Peter Keller Award - 1st runner up**)
- **22.03.2024** - "Technologietrends und KI im Tourismus" – Workshop for the HGV (Bozen)
- **05.12.2023** - Panelist of the session "Climate Diplomacy – Young Leaders take the floor" at the climate conference COP28 (Dubai)
- **25.11.2023** - DGT 23, Innsbruck: 1 Competitive Paper accepted: "Sustainability communication in ski tourism"
- **21.11.2023** - Panelist at the Panel "Hospitality Cashflow" of the PaymentFestival (Vienna)
- **17.10.2023** - The future of Southtyrol and the European Union (Sand in Taufers – Südtirol)
- **29.08.2023** - Aiest 23, Madrid: 1 Competitive Paper accepted (**Aiest PhD-Award 2nd runner up**)
- **17.-19.05.2023** - 2023 AMS Annual Conference, New Orleans – 2 Competitive Papers accepted
- **06.02.2023** - 2023 AMA Winter Conference, Nashville - Competitive Paper accepted
- **16.09.2022** - Launch-Event of the Zukunft-Fabrik.2050 – Speaker and host of the Idea Creation Event
- **06.05.2022** - Speaker at the 51st St. Gallen Symposium - Workshop about "Equitable Opportunities"
- **19.02.2022** - 2022 AMA Winter Conference; Las Vegas - Competitive-Paper + Poster accepted and presented
- **30.08.2021** - Aiest 2021, Lucerne: Competitive Paper accepted – (**Aiest PhD-Award 1st-runner-up**)
- **30.08.2020** - Organizing and moderating the official European Forum Alpbach-panel in cooperation with the Mercator Foundation: "The current State of the Union - On the way to an EU 2.0?" and organized the 2 day-event "EU 2.0 Hackathon" (Online)
- **17.01.2020** - **STHRM 2020** - Swiss Tourism & Hospitality Research Meeting; Sierre -PhD-Topic presented
- **16.04.2020** - Speaker at the **Südstern-Network-Event «Auswirkungen von Covid19 auf Unternehmen** (Online)
- **23.09.2018** - Speaker at the **European Seniors' Union** Regional Conference Bozen (EPP Group): «Ansätze zur Reduktion von Politikverdrossenheit und Erhöhung von Wahlbeteiligung» (Bozen)

HIGHLIGHTED PUBLICATIONS

Published

- Gasser, F. & Lachat, A. (2026). **Responsible Exclusivity: Ethical Gold, Generation Z, and the CSR-Luxury Paradox**, Academy of Marketing Science Yearly Conference Proceedings. (In Print)
- Gasser, F. (2026). **Weniger Auswahl, weniger Beteiligung? Strukturwandel des politischen Angebots bei den Gemeinderatswahlen 2025**. In: Politika 2026. Edition Raetia. Bozen. 133-160.
- Buder F., Napoli, S. D., Gasser, F. (2025). **Marketing as a Silo-Breaker: How to Turn Organizational Constraints into Opportunities for Strategic Influence**, *Marketing Intelligence Review*, 17(2), 49-53. <https://doi.org/10.2478/nimmir-2025-0017>
- Gotsch, M. & Gasser, F. (2025). **The effect of autonomous sensory meridian response (ASMR) messages on consumer brand perceptions and intentions**, *Journal of Consumer Behaviour*, 24(1), 5–19. <https://doi.org/10.1002/cb.2370> (ABDC = A; Q1; SSCI)
- Gasser, F. & Gotsch, F. (2024). Open Science: Die Demokratisierung der Wissenschaft darf nicht Science Fiction werden, Reatch., [online](#).
- Gasser, F. & Gotsch, M. (2024). **Corporate Social Responsibility (CSR) Communication in Ski Tourism: Impact of Different Communication Styles on Customer Perception and Sustainable Behavior**. In Bieger, T., Beritelli, P. & Laesser, C. (Hrsg.). *Schweizer Jahrbuch für Tourismus 2023-2024* (pp. 19-38). Erich Schmidt Verlag.
- Gasser, F. & Gotsch, M. (2024). **Nachhaltigkeitskommunikation im Skitourismus: Auswirkung von verschiedenen Kommunikationsstilen auf die Kundenwahrnehmung und ihr Nachhaltigkeitsverhalten**. In Bieger, T., Beritelli, P. & Laesser, C. (Hrsg.). *Schweizer Jahrbuch für Tourismus 2023-2024* (pp. 19-38). Erich Schmidt Verlag.
- Gasser, F. & Gotsch, M. (2023). **Who will control our decisions in the future? Us, Artificial Intelligence - or their owners?** IMP-HSG, Universität St. Gallen.

- Gasser, F. (2023). **Big Data as Supportive Incentivization for Sustainable Behavior - Shaping Sustainable Tourism Behavior in the Alps with the Support of Image Recognition**. An Abstract. Academy of Marketing Science Yearly Conference Proceedings. AMS Proceedings.
- Gasser, F. (2023). **"Follow Me to Your Dream Destination" Behavioral Analysis of Effects of Persuasion Disclosure and Number of Followers on Followers' Purchase Intention and Decision within Tourism**. An Abstract. Academy of Marketing Science Yearly Conference Proceedings.
- Gasser, F. (2023). **"Let Me Influence You, I'm an Influencer" – Behavioural analysis of effects of persuasion disclosure and number of followers on purchase intention and decision**. AMA Winter Academic Conference Proceedings, (34), 815-819.
- Gasser, F. (2022). **The Art of Social Media Influence**. Marketing Review St. Gallen, 4, 64-72. ISSN 1865-6544.
- Gasser, F. (2022). **The Role of Social Media Influencers in Tourism Marketing Research: Derivation of a Processual Model of Influencing, Influencer Characteristics, and Research Operationalisations**. AMA Winter Academic Conference Proceedings, (33), 495-498.
- Beritelli, P.; Gasser, F. (2021). **Auslegeordnung Brain & TourTech**. Bericht im Auftrag des Amtes für Wirtschaft Graubünden.
- Laesser, C.; Schegg, R.; Bandi Tanner, M.; Liebrich, A.; Gasser, F. Lehmann Friedli, T.; Fux, M; (2021). **Digitalisierung im Schweizer Tourismus: Progress Report**. Bericht im Auftrag des Staatssekretariats für Wirtschaft SECO, Bern: SECO.
- Gasser, F. (2021): **Südtiroler Gemeinderatswahlen 2020 – Eine Wahl in Zeiten von Covid-19** / Municipal elections in South Tyrol 2020 - An election in the time of Covid-19. Pallaver, Günther, Engl, Alice & Alber, Elisabeth (Hrsg.) Politika 20 - Südtiroler Jahrbuch für Politik, Edition Raetia. Bozen, 213-236.
- Gasser, F. (2020): **Europaparlamentswahl 2019: Ein nachhaltiger Paradigmenwechsel oder ein kurzes Strohfeuer hinsichtlich der Partizipation und Wählermobilisierung?** Pallaver, Günther, Engl, Alice & Alber, Elisabeth (Hrsg.) Politika 20 - Südtiroler Jahrbuch für Politik, Edition Raetia. Bozen, 65-90.
- Gasser, F. (2019): **David vs. Goliath of voter turnout: Why is the participation in EU elections so low?** EUreka! EURAC Blog.
- Gasser, F. (2019): **The fight against the rooting cause. A democratic revolution to shape the capital structures of the future**. Essays from the Leaders of Tomorrow 2019, Medium.com.
- Gasser, F.; Stadelmann, C. & Feuchter, M. (2018): **Public Cloud-Computing - Mehr Effizienz, aber auch Komplexität**. Institut für Versicherungswirtschaft der Universität St. Gallen (Hrsg.), I.VW Management-Information – St. Galler Trendmonitor für Risiko- und Finanzmärkte, II/2018, 15-20.
- Gasser, F. (2015): **Das Dilemma der EU-Wahlbeteiligung. Europawahlanalyse 2014**. ICER Papers on European Governance, Vol. I No. 5/2015 (ISSN 2409-5133).

Academic posters

- Gasser, F (2022). **Is our perception of Social Media Influencers tricking us in our understanding of influenceability?** – poster. AMA Winter Academic Conference.

Media (selected) about Research

- Deutschlandfunk Nova (16.09.2026). Podcast zum Thema «Social Media Trend: Whimsy».
- FF Magazin (04.06.2026): Glaubwürdigkeit ist Ihre Währung, [online](#) und print, S.45-46.
- Leader.digital (08.05.2026): HSG-Festtag verbindet Spitzenforschung und gesellschaftspolitische Debatte, [online](#).
- Südtiroler Wirtschaftszeitung (10.10.2025): Von Hotspots zu Hidden Gems, print, S. 23.
- Peer.tv (03.10.2025): TV-interview about the topic "Social Media Influencer and their impact".
- RaiSüdtirol.it (30.09.2025): Radio-Interview at the Mittagsmagazin, [online](#).
- RaiNews.it (30.09.2025): Marketingexperte: So setzt man Influencer gegen Overtourism ein, [online](#).
- Allianz für Industrie und Forschung (24.09.2025): Erster Forschungspreis im Grosshandel verliehen, [online](#).
- HGV Zeitung (09.05.2025). NextGen Tourism: Mit KI zum Erfolg, S.34.
- Südtiroler Wirtschaftszeitung (09.05.2025): Welchen Influencer passt zum Unternehmen, print & [online](#).
- Dolomiten (23.04.2025). Keschn, KI & Soziale Medien, S. 29.
- Htr.ch (16.01.2025). Wertschätzung zahlt sich aus, S. 58
- Organisator (26.11.2024): German Dialog Marketing Association honors HSG researcher, [online](#).
- Finanznachrichten.de (14.11.2024). Alfred Gerardi Gedächtnispreis, [online](#).
- Südtiroler Wirtschaftszeitung (25.11.2024). Florian Gasser erhält Alfred Gerardi Gedächtnispreis, [online](#).
- Dolomiten (16.03.2024): Politik braucht mehr Fakten, S. 26.
- Tirol Tourism Research (14.03.2024): Nachhaltigkeit beim Namen nennen, [online](#).
- Htr.ch (14.03.2024): St. Galler Forscher erhalten Wissenschaftspreis am ITB, [online](#).
- RaiSüdtirol.it (12.12.2023): Radio-Interview at the Mittagsmagazin, [online](#).
- Dolomiten (11.12.2023): Südtiroler Impulse für die Weltklimakonferenz in Dubai, S. 15.
- Südtiroler Wirtschaftszeitung (13.10.2023): Globaler Influencer-Markt boomt, p. 23-24.
- Die neue Südtiroler Tageszeitung (18.09.2023): Der Influencer Effekt, [online](#). (also in Print, 13.09., p. 7)
- Die neue Südtiroler Tageszeitung (07.09.2023): Preis für Florian Gasser, [online](#).
- Südtirol News (06.09.2023): Nachhaltiger Tourismus im Fokus der AIEST-Konferenz in Madrid, [online](#).
- Kanton Graubünden (09.12.2021): Fachkräftemangel als zentrale Herausforderung für den Tourismus, [online](#).
- Zett (27.06.2021): Die Steuerzukunft der EU, in: Zett – Die Zeitung am Sonntag, p. 14.
- Zett (14.03.2021): Wir zuerst? Das globale Impfdilemma, in: Zett – Die Zeitung am Sonntag, p. 12.
- Zett (17.01.2021): Die Mission der EU: Klimaneutralität bis 2050, in: Zett – Die Zeitung am Sonntag, p. 12.

Media (selected) about own personal engagements and recognitions

- Stol.it (07.08.2026). Florian Gasser aus Feldthurns in das europaweite Young Network TransEurope berufen, [online](#).
- Dolomiten (18.06.2025). Zukunft im Blick. Südtiroler beim Transatlantic Youth Summit, print, S.6.
- Südtirol News (26.01.2025). YEPP-Vorstand im Austausch mit portugiesischen Spitzenpolitikern, [online](#).
- Südtirol News (04.12.2024). "Europa sichern, Herausforderungen gemeinsam meistern", [online](#).
- Radio Südtirol1 (21.11.2024). Südtiroler des Tages: Florian Gasser, [online](#).
- Opinione.it (18.10.2024): Südtirol im Europäischen Dialog, [online](#).
- Südtirol News (11.10.2024): Vorstand der Jungen Europäischen Volkspartei trifft Manfred Weber, [online](#).
- Die neue Südtiroler Tageszeitung (17.04.2024), Unsichere Zeiten, [online](#).
- Dolomiten (11.03.2024): In Bukarest Präsenz gezeigt, p. 5.

- SüdtirolNews (27.02.2024): Drei Südtiroler mit aktiver Rolle bei Ratssitzung der Jungen Europäischen Volkspartei, [online](#).
- Südtirol News (11.12.2023): «Junge Menschen verdienen einen Platz am Entscheidungstisch», [online](#).
- Salto (11.12.2023): Young Leaders take the floor, [online](#).
- Südtiroler Wirtschaftszeitung (09.12.2023): Florian Gasser und Alperia bei der Weltklimakonferenz, [online](#).
- Dolomiten (06.12.2023): Innovative Ideen und Themen im Gepäck, S. 14.
- Südtirol News (01.12.2023): Internationales Engagement junger Südtiroler im November, [online](#).
- Südtirol News (11.11.2023): Florian Gasser beim «Weltforum für Demokratie» im Europarat, [online](#).
- Radio Südtirol1 (10.10.2023): Südtiroler des Tages: Florian Gasser bei Warschauer Sicherheitskonferenz, [online](#).
- Südtirol News (06.10.2023) Warschauer Sicherheitskonferenz 2023 mit Südtiroler Beteiligung, [online](#).
- Dolomiten (01.07.2023): Abgefragt: Florian Gasser, p. 13.
- Buongiorno Südtirol (21.06.2023): Florian Gasser als erster Südtiroler Vertreter zum Vizepräsidenten der Jungen Europäischen Volkspartei gewählt, [online](#).
- Die neue Südtiroler Tageszeitung (26.04.2023): „Vorstoß gegen Korruption“, [online](#).
- Die neue Südtiroler Tageszeitung (08.10.2023): Den Frieden verteidigen, [online](#).
- Dolomiten (21.06.2023): Florian Gasser ist YEPP-Vizepräsident, p. 13.
- Die neue Südtiroler Tageszeitung (12.12.2022): „Grenze wirkt surreal“, [online](#).
- Stol.it (12.12.2022): Florian Gasser bei der YEPP-Ratssitzung in Zypern, [online](#).
- Die neue Südtiroler Tageszeitung (14.10.2022): Florian Gasser vertritt die JG beim YEPP-Council-Meeting in Bukarest, [online](#).
- Stol.it (06.10.2021): Junger Eisacktaler entwickelt Ideen für Deutschlands Zukunft, [online](#).
- FF – Das Südtiroler Wochenmagazin (27.06.2019): Florian Gasser beantwortet den ff-Fragebogen, [online](#).

Reviewer

- From 2025: Journal of Tourism Science
- 2022 Hawaii International Conference on System Sciences (HICSS-56)
- 2023 Academy of Management Annual Meeting (AOM)

Chairing

- 2022 AMA Winter Conference: track “Digital and Social Media Marketing”
- 2023 AMS: track “Big Data and AI”
- 2023 AIEST: track “Tourist Behaviour II”

HIGHER EDUCATION TEACHING

Teacher (University of St. Gallen if not mentioned otherwise):

Spring semester 26: **SHSG TEACHING AWARD WINNER 2026 (Received star in the “Hall of Teaching Fame”)**

- BA: Markets & Marketing (ZHAW)
- BA: 2,222, Integration Seminar Integrationsprojekt: Übungen - 2 Gruppen (Evaluation: 1.0 – Maximum)
- BA: 6,123, 1.00 Dienstleistungsmarketing
- MA: 8,050, 1.00 & 8,051, 1.00 Marketing Management
- MA: 8,054,3.00 Anwendungsprojekt II (project partner Lindt & Sprüngli 4 – 75 years of Gold Rabbit)
- MA: 8,054,3.00 Anwendungsprojekt II (project partner SAP – SAP NOW of the future)
- MA: 8,054,3.00 Anwendungsprojekt II (project partner AXPO – Head Pumps/Solar panels promotions)

Fall semester 25

- BA: Marketing Management – Assessment classes for more than 240 students (ZHAW)
- BA: 31006 Technology, Media and Data in Tourism, Sports and Events (University of Bolzano)
- MA: 7,054,1.00 Anwendungsprojekt I (project partner Lindt & Sprüngli 4 – 75 years of Gold Rabbit)
- MA: 7,055,1.00 Applied Research Project I (project partner SAP – SAP NOW of the future)
- MA: 7,055,1.00 Applied Research Project I (project partner AXPO – Head Pumps/Solar panels promotions)
- MA: 9,054,1.00 Anwendungsprojekt III (project partner Microsoft / Fuchs Helikopter / AXPO 1)
- BA: 1,224,2.01 Introduction to Academic Writing: Exercises, Group 1 and 3

Spring semester 25:

- BA: 2,222, Integration Seminar Integrationsprojekt: Übungen, Gruppe 21 & Gruppe 25
- BA: 6,123, 1.00 Dienstleistungsmarketing
- MA: 8,050, 1.00 & 8,051, 1.00 Marketing Management
- MA: 8,054,3.00 Anwendungsprojekt II (Microsoft – AI-developments with Microsoft Copilot)
- MA: 8,054,3.00 Anwendungsprojekt II (AXPO – Communication of sustainable energy production)
- MA: 8,054,3.00 Anwendungsprojekt II (Fuchs Helikopter – How to shape a VIP-Helicopter-Experience)
- MA: 30185, Technological Trends and AI in Tourism (University of Bolzano)

Fall semester 24:

- BA: 31006 Technology, Media and Data in Tourism, Sports and Events (University of Bolzano)
- MA: 7,054,1.00 Anwendungsprojekt I (project partner Microsoft – AI-developments with Microsoft Copilot)
- MA: 7,054,1.00 Anwendungsprojekt I (project partner AXPO – Communication of sustainable energy production)
- MA: 7,054,1.00 Anwendungsprojekt I (project partner Fuchs Helikopter – How to shape a VIP-Helicopter-Experience)
- BA: 1,224,2.01 Introduction to Academic Writing: Exercises, Group 1 and 3
- MA: 9,054,1.00 Anwendungsprojekt III (project partner Lindt & Sprüngli 3 – Emotional Marketing)
- MA: 9,055,1.00 Applied Research Project III (project partner go-climate – How to act more sustainable)
- MA: 9,055,1.00 Applied Research Project III (project partner Aldi Suisse AG – Sustainability Communication)

Spring semester 24:

- MA: 30185 Technological Trends and AI in Tourism (University of Bolzano)
- BA: 6,123, 1.00 Dienstleistungsmarketing

- MA: 8,050, 1.00 & 8,051, 1.00 Marketing Management
- MA: 8,054,3.00 Anwendungsprojekt II (project partner Lindt & Sprüngli 3 – Emotional Marketing)
- MA: 8,055,3.00 Applied Research Project II (project partner Aldi Suisse AG – Sustainability Communication)
- MA: 8,055,3.00 Applied Research Project II (project partner go-climate – How to act more sustainable)

Fall semester 23:

- BA: 31006 Technology, Media and Data in Tourism, Sports and Events (University of Bolzano)
- BA: 1,224,2.01 Introduction to Academic Writing: Exercises, Group 1 and 3
- MA: 7,054,1.00 Anwendungsprojekt I (project partner Lindt & Sprüngli 3 – Emotional Marketing)
- MA: 7,055,1.00 Applied Research Project I (project partner go-climate – How to act more sustainable)
- MA: 7,055,1.00 Applied Research Project I (project partner Aldi Suisse AG – Sustainability Communication)
- MA: 9,054,1.00 Anwendungsprojekt III (project partner Swisscom – Metaverse and product innovation in e-Gaming)
- MA: 9,055,1.00 Applied Research Project III (project partner Lindt & Sprüngli 2 – Which chocolate do tourists wish for?)

Spring semester 23:

- MA: Technological Trends and AI in Tourism (University of Bolzano)
- MA: 8,051,1.00 Marketing Management (inclusive organising a simulation game for master students – with Prof. Peter Fischer)
- MA: 8,054,3.00 Anwendungsprojekt II (project partner Swisscom – Metaverse and product innovation in e-Gaming)
- MA: 8,054,3.00 Anwendungsprojekt II (project partner Lindt – Which chocolate do tourists wish for?)

Autumn semester 22:

- BA: 3,304 Vergleichende Politikwissenschaft (2 courses – with Prof. Tina Freyburg)
- BA: 3,305 Comparative Politics (2 courses – with Prof. Tina Freyburg)
- MA: 7,054,1.00 Anwendungsprojekt I (project partner Swisscom – Metaverse and product innovation in e-Gaming)
- MA: 7,054,1.00 Anwendungsprojekt I (project partner Lindt & Sprüngli 2 – Which chocolate do tourists wish for?)
- MA: 9,054,1.00 Anwendungsprojekt III (project partner Leitner – How can a South Tyrolean company be successful in CH?)
- MA: 9,055,1.00 Applied Research Project III (project partner Hilti 2 – Prefabrication and impact on sustainable construction)

Spring semester 22:

- BA: 4,662,1.00 Kulturen/Cultures: Kultur - Konstruktionen und Repräsentation von Kultur im Tourismus (one lecture)
- MA: 8,054,3.00 Anwendungsprojekt II (project partner Leitner – Ways of innovative marketing strategies in Switzerland)
- MA: 8,055,3.00 Applied Research Project II (project partner Hilti 2 – Prefabrication and impact on sustainable construction)

Autumn semester 21:

- MA: 7,054,1.00 Anwendungsprojekt I (project partner Leitner – Ways of innovative marketing strategies in Switzerland)
- MA: 7,055,1.00 Applied Research Project I (project partner Hilti 2 – Prefabrication and impact on sustainable construction)
- MA: 9,054,1.00 Anwendungsprojekt III (project partner Lindt & Sprüngli – Innovative marketing strategies for convenience)
- MA: 9,055,1.00 Applied Research Project III (project partner Hilti – Sustainable innovations in construction)

Spring semester 21:

- MA: 4,662,1.00 Kulturen/Cultures: Kultur - Konstruktionen und Repräsentation von Kultur im Tourismus (one lecture)
- MA: 8,054,3.00 Anwendungsprojekt II (project partner Lindt & Sprüngli – Innovative marketing strategies for convenience)
- MA: 8,055,3.00 Applied Research Project II (project partner Hilti – Sustainable innovations in construction)

Autumn semester 20:

- MA: 7,054,1.00 Anwendungsprojekt I (project partner Lindt & Sprüngli – Innovative marketing strategies for convenience)
- MA: 7,055,1.00 Applied Research Project I (project partner Hilti – Sustainable innovations in construction)

Spring semester 20:

- MA: 6,117,1.00 Tourism Systems - Analysis and Sustainable Management (one lecture)

ADVANCED TRAINING / PARTICIPATION IN FORUMS & SYMPOSIA (SELECTED)

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| • 2023 cycle of the Council of Europe Schools of Political Studies | 2023 |
| • Die Stadt als Reallabor (3-day workshop about urban buildings and spatial planning – Berlin) | 2022 |
| • Writing Grants Successfully (Horizon, Bridge, Excellencia, SNF) (1-day workshop HSG) | 2022 |
| • Silvius Magnago Akademie (8-day workshop about policy topics, e.g., political communication) | 2019 |
| • Zurich Crypto Summit (2-day workshop about the future of crypto technologies) | 2018 |
| • European Youth Event (each time 3 days - active discussions in the European Parliament, Strasbourg) | 2018/16/14 |
| • EUREGIO-Akademie (various policy workshops in the whole EUREGIO, 9 days, reunion 2020) | 2018/20 |
| • Advanced Consulting Skills training (5 days in Berlin - BearingPoint Consulting Challenge Winner Team) | 2017 |
| • Participation in the European Forum Alpbach | 26/21/20/1715/14/11/09 |