Marc RIAR

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EDUCATION

2023   Ph.D. in Management Information Systems, Technical University Berlin, Germany

2016   Master, Business Administration, Management of Information Systems, University of Mannheim, Germany

2013   Bachelor, IT, Management of Information Systems, Karlsruhe University of Applied Sciences, Germany

COURSES TAUGHT

- Digital innovation, Grande ecole (bachelor cycle)

- Is project management, Grande ecole (master cycle)

- Algorithmic thinking & programming structures, Grande ecole (bachelor cycle)

- Integrated information management

- Business simulation

- It-service management

- Introduction to business informatics

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

RIAR M., Morschheuser B., Zarnekow R., Hamari J., (2023), Altruism or egoism – how do game features motivate cooperation? An investigation into user we-intention and I-intention, *Behaviour and Information Technology*, -(-), pp. 1-25

RIAR M., Xi N., Korbel J. J., Zarnekow R., Hamari J., (2023), Using augmented reality for shopping: a framework for AR induced consumer behavior, literature review and future agenda, *Internet Research*, 33(1), pp. 242-279

Xi N., Chen J., Gama F., RIAR M., Hamari J., (2023), The challenges of entering the metaverse: An experiment on the effect of extended reality on workload, *Information Systems Frontiers*, 25(2), pp. 659-680

RIAR M., Morschheuser B., Zarnekow R., Hamari J., (2022), Gamification of cooperation: A framework, literature review and future research agenda, *International Journal of Information Management*, 67(-), pp. 102549

Morschheuser B., RIAR M., Hamari J., Maedche A., (2017), How games induce cooperation? A study on the relationship between game features and we-intentions in an augmented reality game, *Computers in Human Behavior*, 77(2017), pp. 169-183

Forthcoming

Korbel J., RIAR M., Pröhl T., Zarnekow R., (2024), What drives user interest and purchase of virtual 3D assets? An empirical investigation of 3D model attributes and pricing dynamics., *Electronic Commerce Research and Applications*, 68(6), pp. 101452

Refereed proceedings

Published

Weber M., RIAR M., Morschheuser B., (2023), Is Adaptive Gamification just a Theoretical Fairytale? An Experiment in a Text-based Adventure Game for Data Crowdsourcing, in: Tung Bui(Eds.) in *Proceedings of the 56th Hawaii International Conference on System Sciences, HICSS*

Korbel J., Riar M., Wiegmann L., Zarnekow R., (2022), Augmented Reality in E-Procurement: Opportunities and Challenges, in: -(Eds.) in *PACIS 2022 Proceedings, Pacific Asia Conference on Information Systems*

Non-refereed proceedings

Published

Riar M., Korbel J. J., Xi N., Zarnekow R., Hamari J., (2021), The Use of Augmented Reality in Retail: A Review of Literature, in: Tung Bui(Eds.) in *Proceedings of the 54th Hawaii International Conference on System Sciences, Hawaii International Conference on System Sciences, chapter -, pp. 638-647*

Riar M., (2020), Using Gamification to Motivate Cooperation: A Review, in: -(Eds.) in *Forty-First International Conference on Information Systems, ICIS*

Riar M., Morschheuser B., Hamari J., Zarnekow R., (2020), How Game Features Give Rise to Altruism and Collective Action? Implications for Cultivating Cooperation by Gamification, in: Tung Bui(Eds.) in *Proceedings of the 53rd Hawaii International Conference on System Sciences, Hawaii International Conference on System Sciences, chapter -, pp. 695-704*

Chapters in books

Published

RIAR M., Korbel J. J., Xi N., Meywirth S., Zarnekow R., Hamari J., (2023), Augmented Reality in Interactive Marketing: The State-Of-The-Art and Emerging Trends, in: Cheng Lu Wang(Eds.), *The Palgrave Handbook of Interactive Marketing, 978-3-031-14960-3;978-3-031-14961-0, Springer International Publishing AG, chapter 14, pp. 301-327*

Mandujano G., RIAR M., Morschheuser B., Hamari J., (2023), Gamification as a Catalyst to the Circular Economy, in: Hanna Lehtimäki, Leena Aarikka-Stenroos, Ari Jokinen, Pekka Jokinen(Eds.), *The Routledge Handbook of Catalysts for a Sustainable Circular Economy, 9781003267492, Taylor & Francis Group | Routledge, Oxford, chapter 16, pp. 312-336*

RIAR M., Hamari J., Zarnekow R., (2021), The Gamification of Enterprise Cooperation: A Cross-Comparison of Case Studies, in: Mikko Vesa(Eds.), *Organizational Gamification: Theories and Practices of Ludified Work in Late Modernity, 9780429316722, Taylor & Francis Group | Routledge, Oxford, chapter 6, pp. 109-126*

RIAR M., Mandausch M., Henning P., D'Souza T., Voss H.-P., (2020), Anreize und Hemmnisse für die Verwendung und Veröffentlichung von OER in der Hochschullehre: Eine Literaturanalyse und empirische Untersuchung, in: Marianne Merkt, Annette Spiekermann, Tobina Brinker, Astrid Werner, Birgit Stelzer(Eds.), *Hochschuldidaktik als professionelle Verbindung von Forschung, Politik und Praxis, 9783763965946, wbv, chapter 7, pp. 109-123*

EDITORIAL ACTIVITY

Reviewer in an academic journal

Internet Research

Internet Research

AIS Transactions on Human-Computer Interaction

Business & Information Systems Engineering

Internet Research

Information Systems Research

Internet Research

Internet Research

Information Systems Research

International Journal of Human-Computer Interaction

Reviewer in an book / textbook

Palgrave

Routledge

Tagungsband Deutsche Gesellschaft für Hochschuldidaktik

Palgrave

PROFESSIONAL SERVICE

Reviewer for an academic conference

Forty-Fourth International Conference on Information Systems

International GamiFIN Conference

Forty-Third International Conference on Information Systems

International GamiFIN Conference

Wuhan International Conference on E-Business

16th International Conference on Wirtschaftsinformatik

Hawaii International Conference on System Sciences

International GamiFIN Conference

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Co-Organizer of a workshop

OER-KA Conference, Karlsruhe University of Applied Sciences, Germany