



**Marc RIAR**

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## EDUCATION

- 2023** Ph.D. in 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)

## 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
- 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

### Papers in non-refereed journals

#### Published

- RIAR M., Xi N., Korbelt 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

### 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

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### 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

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### 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, 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, Routledge, London, 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, Routledge, New-York, 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*

## Grants

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**2021** Personal research grant for a visiting scholarship at the University of California, Santa Cruz (UCSC), USA, German Academic Exchange Service (DAAD) (Germany)

**2020** Project grant funded by the Investment Bank Berlin (IBB) and co-financed by the European Regional Development Fund (ERDF); Project: Automatic Test Reports and Augmented Reality Interface for Retail (ATARI), Technical University Berlin (Germany)

## GRANTS AND HONORS

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### Award

2020 Best Industry Paper Award, Hawaii International Conference on System Sciences (HICSS), USA