



PROF. DR. FRANCISCO TIGRE MOURA

OVERVIEW

I am a Brazilian marketing scholar, consultant and speaker. I have 8 years of experience working as Professor of Marketing in Germany, and my international academic experience also includes countries such as Brazil, New Zealand and England. I am also an avid researcher, passionate for live experiences, consumer behavior and technology innovation.

RESEARCH INTERESTS

- Artificial creativity
- Consumer psychology and behavior
- Technology innovation
- All applied to the context of live experiences and the entertainment sector.

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ACADEMIC DEVELOPMENT

PhD in Marketing

2009 - 2012

- University of Otago, New Zealand
- Awarded "Exceptional Thesis Award"
- Thesis topic: Cultural localization of tourism destination websites

Masters in Marketing

2006 - 2008

- Universidade Federal de Pernambuco, Brazil
- Thesis topic: Development of tourism destination image online

Bachelor in Tourism Management

2001 - 2004

- Universidade Federal de Pernambuco, Brazil

FULL-TIME ACADEMIC EXPERIENCE

IU University of Applied Sciences, Germany (former IUBH)

2013 - Present (8 years at Bad Honnef Campus)

- Professor of Marketing (Full-time)
- Program Coordinator: International Marketing Management (Bachelor) since 2015
- Main teaching responsibilities:
 - Consumer Psychology and Behavior
 - Business and Marketing Research

University of Derby, England

2012 - 2013 (1 year)

- Full-time lecturer

INDUSTRY EXPERIENCE

Myth Web Design, New Zealand

- Project leader (2009-2012)

Tourism Department of Recife's City Hall, Brazil

- Destination promoter (2007)

CNA Ingles e Espanhol, Brazil

- Marketing Manager (2003-2005)

Bureau de Eventos, Brazil

- Event manager (2003-2005)

Recife Convention and Visitors Bureau, Brazil

- Destination Promoter (2002)

SPEAKER

(LATEST INDUSTRY EVENTS)

- SoundTrack Cologne 2020

Moderator: Session on AI and music

- Deutscher Musikautorenpreis 2019

Presenter: Artificial creativity and music

- SoundTrack Cologne 2019

Presenter: Artificial creativity

SPEAKER

(LATEST ACADEMIC EVENTS)

- University Institute of Maia ISMAI (Portugal) 2021

Presenter: Artificial creativity, marketing and music

- Hochschule für Musik und Theater München 2021

Presenter: Artificial creativity and music

ACADEMIC CONFERENCE PARTICIPATION

(LATEST)

- EMAC 2020 (Budapest, Hungary)

- EMAC 2019 (Hamburg, Germany)

- EMAC 2018 (Glasgow, Scotland)

- CAUTHE 2017 (Dunedin, New Zealand)

MEDIA PRESENCE RELATED TO RESEARCH

(SAMPLE)

- SWR2 (2021: Radio interview)

Title: Wenn Computer komponieren – Können Maschinen kreativ sein?

- Radio Bonn Rhein-Sieg (2020: Radio interview)

Theme: Artificial creativity

- Kultur Management Network (2019: Article)

Title: Ein neues Verhältnis von Labels und Künstler*innen

- PC Welt (2019: Article)

Title: Künstliche Intelligenz komponiert Musik für die Werbung

RESEARCH

SAMPLE OF PUBLICATIONS

CONFERENCES AND JOURNALS

- Tigre Moura, F., & Maw, C. (2021). Artificial intelligence became Beethoven: how do listeners and music professionals perceive artificially composed music?. *Journal of Consumer Marketing*.
- Tigre Moura, F.; Oral, C. (2018). Automation is the New Mozart: But How Do Consumers Perceive Music Composed by Artificial Intelligence? EMAC Conference, Glasgow (Scotland).
- Hattula, C., Buchmann, M., & Moura, F. T. The Acceptance of Amazon Go: An Analysis based on the Technology Acceptance Model and Cultural Dimensions. *Dimensions*, 49, 62915.
- Oral, C.; Tigre Moura, F. (2018). Exploring Differences Between the Consumption of Vinyl records and Music Streaming Services. Regional EMAC Conference, Prague (Czech Republic).
- Singh, N., Park, J. E., Chun, W., Moura, F. T., & Kim, S. H. (2017). Strategic insights into localizing web communications: Evidence from South Korea. *ACM SIGMIS Database: the DATABASE for Advances in Information Systems*, 48(3), 69-82.
- Tigre Moura, F.; Nobis, C.; Carnicelli Filho, S. (2017). Virtual Reality and the Decision Making Process of German Senior Travelers: A Cross-Medium Comparison. *CAUTHE Conference*, Dunedin (New Zealand).
- Singh, N.; Eun park, J.; Chun, W.; Tigre Moura, F.; Kim, S.H. (2017); Strategic Insights into Localizing Web Communications: Evidence from South Korea. *ACM SIGMIS Database: the DATABASE for Advances in Information Systems*.
- Tigre Moura, F.; Singh, N.; Chun, W. (2016). The Influence of Culture on Website Design and Users' Perceptions: Three Systematic Reviews. *Journal of Electronic Commerce Research* (Vol 17, N.4)
- Benmamoun, M.; Sobh, R.; Singh, S.; Tigre Moura, F. (2016). Gulf Arab E-Business Environment: Localization Strategy Insights
- Johnston, T., Moura, F. T., & Mandelartz, P. (2016). 'Welcome to the Home of Auschwitz tours': The Online Marketing of Genocide Tourism. *Scientific Committee*, 266.
- Tigre Moura, F.; Gnoth, J.; Deans, K.R. (2015). Localizing Cultural Values on Tourism Destination Websites: The Effects on Users' Willingness to Travel and Destination Image. *Journal of Travel Research* (Vol. 54, Issue 4).
- Tigre Moura, F.; Menezes, V. (2014). The Perception towards Mobile Application Features of the Hotel Industry: A Comparison between Hospitality Professionals and Guests. *CHME Conference*, Buxton (England).
- Moura, F. T., Gnoth, J., & Deans, K. R. (2012). The Effects of Localising Cultural Values on Tourism Destination Websites on Tourist's Willingness to Travel. *E-review of Tourism Research*, 10(2), 43-46.

TEACHING PHILOSOPHY

Curiosity: I truly believe that the main element an academic can transmit to a student is a genuine curiosity to learn. If the passion of an academic for topic is noticed and transmitted, students also become life long learners.

Atmosphere: Also, I enjoy developing rather informal and positive learning environments. Humor and academic rigor are not conflicting, and to me, they are actually complementary. So I would describe my approach as delivering a good atmosphere, in order to demand a high academic expectations and standards.

Practice: Moreover, I appreciate the nature of universities of applied sciences in being connected with the real case scenarios and the industry. For this reason, I try to always implement in my courses sessions with relevant guest speakers along the semester. And when possible, to develop projects in partnerships with companies. One example, was my course "Business and Marketing Research" where I developed a partnership with TRIVAGO. Students had to then, address real-life problems of the company through market research and present their findings inside the company. This collaboration lasted for eight semesters.

Joy: Finally, I value attention to detail and design. Thus, I spend much time and effort to develop my teaching material. They should not only be visually appealing, but up-to-date and innovative. If the lecturing material and environment is fun and appealing for me, it will surely be for the students.

TEACHING

ACADEMIC EXPERIENCE

TEACHING

MAIN COURSES AT IU UNIVERSITY OF APPLIED SCIENCES

- **Consumer Psychology and Behavior** (Bachelor and Masters)
- **Strategic Tourism and Hospitality Marketing** (Masters)
- **Business and Marketing Research** (Bachelor)
- **International Marketing Project** (Bachelor)
- **Principles of Marketing** (Bachelor)
- **Thesis supervision:** (Bachelor and Masters)

FURTHER ACADEMIC RESPONSIBILITIES

AT IU UNIVERSITY OF APPLIED SCIENCES

- **Course Coordinator: International Marketing Management (Bachelor, since 2015)**
 - **Coordination of program:** Overlooking the program, student complaints, guest lecturers and extracurricular activities.
 - **Accreditation process:** As part of a larger university re-accreditation process, in 2020 I developed a new Bachelor curriculum for the program, including innovative courses and greater depth into consumer psychology. The proposal was accredited by FIBAA with minor changes.
 - **Extracurricular activities:** from 2014 until 2017, I developed and organized a field trip to Dublin, where marketing students had the chance to have meetings with marketing teams from Google, SAP, Primark, Ryanair, Jamerson, Guinness and more.
- **Speaker for IU:**
 - **Graduation speech:** in 2018 and 2019, I delivered the graduation speeches at Kameha Grand Hotel.
 - **Open campus days:** Mock lectures and uni presentations for prospect students.
 - **Orientation week speech:** During the last ten semesters, I have delivered speeches for new students on orientation week.

GUEST SCHOLAR EXPERIENCE

UNIVERSITY OF OTAGO, NEW ZEALAND

- **Guest lecturer** (2020): Consumer Behavior - Masters
- **Marketing tutor** (2009-2012)

UNIVERSITY OF APPLIED SCIENCES WÜRZBURG-SCHWEINFURT, GERMANY

- **Guest lecturer (2012): Social media marketing**

UNIVERSIDADE FEDERAL DE PERNAMBUCO, BRAZIL

- **Guest lecturer (2008-2009):** Tourism marketing

WHY CREATE LIVEINNOVATION.ORG?

In an interconnected world in constant change, I believe academics should contribute to education beyond our classroom walls. There is so much knowledge to be shared and so many thirsty for information.

LiveInnovation.org is the way I found to contribute to students, beyond my lecture periods. And also, to connect with researchers and institutions. I aim to contribute by stimulating their curiosity, indirectly helping their educational journey and opening new doors for partnerships and other forms of collaborations.

This is why I have developed the following motto for the site:

**Research to collaborate.
Educate to inspire.
IS YOUR CURIOSITY ALIVE?**



EDUCATION AND RESEARCH SITE

WHAT IS LIVEINNOVATION.ORG?

LiveInnovation.org is an education and research website I started in 2017. The aim is to develop educational content for marketing and management students regarding the courses I lecture. Also, on the site I develop and share research content on my areas of interest: artificial creativity, marketing and behavior, and technology experiences.

EDUCATION

The website contains articles and video series on topics such as: consumer behavior, marketing research, statistics and SPSS and on thesis writing.

The content is used to complement my lecturing material, and provide an accessible approach to the educational content for students everywhere.

RESEARCH

The website displays my list of publications, content related to my areas of interest (such as artificial creativity) and content to help young researchers.

It also includes the description of two applied monitor projects: **Live AM: Artist Monitor** and **Live FM: Fan Monitor**, and the reports, which are published annually.

APPLIED RESEARCH: LIVE MONITOR PROJECT



Initiated in 2020, **Live AM: Artist Monitor** and **Live FM: Fan Monitor** are a project aimed at recurrently investigating perceptions and intended behaviors in the music industry, by focusing on both sides of the sector: professionals and fans. It tackles issues such as marketing and consumption, technological innovation, environmental and social issues, and more. Reports from 2020 are available for download.

Is your
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LivInnovation.org



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