

# Short CV and publication list

## Jean-Marie Ayer

### 1. PERSONAL DATA



**Birth:** June 5<sup>th</sup>, 1960 in Fribourg, engaged as professor at the Haute Ecole de Gestion - Fribourg (HEG-Fr) since 2015. 100% permanent employment contract.

**Nationality:** Swiss

**Professional address:** Haute Ecole de Gestion Fribourg, Chemin du Musée 4, 1700 Fribourg

**Phone:** + 41 26 429 63 77, **e-mail:** [jean-marie.ayer@hefr.ch](mailto:jean-marie.ayer@hefr.ch)

❖ Professor of Entrepreneurship

❖ Development of digital solutions

**Website :** <http://www.unifr.ch/didactic>

### 2. POSITIONS since Phd

*Jan 2015 - present*

Professor Haute Ecole de Gestion (HEG-Fr), Fribourg – Switzerland.  
Director of the HEG-Fr Small Enterprise Institute and of the Innovation Lab. In charge of the executive Program on the topic “Digitalization of the Economy”.

*Jan 2012 – Dec 2014*

Secretary General, World Taekwondo Federation – Lausanne and Seoul

*Jan 1999 – Dec 2012*

Managing Director and Founder, Dartfish Ltd – Fribourg, Switzerland

*Aug 1997 – Dec 1998*

Vice President, Swisscom International – Bern, Switzerland

*Aug 1994 – July 1997*

Chief Financial Officer, ABB Power Generation - Kuala Lumpur, Malaysia

*Aug 1993 – June 1994*

Research Assistant, Swiss Institute of Technology / ETH – Zurich, Switzerland

*Aug 1992 – June 1994*

Project Manager, ABB EJV, Czech Republic – Brno, Czech Republic

*Sept 1989 – July 1992*

Assistant to the Group CFO, ABB Headquarter – Zurich, Switzerland

### 3. DEGREES

*1989*

PhD in Economics – University of Fribourg,  
Research area: Economics & Technical innovation

*1984*

Master in Economics – University of Fribourg.

*1987 - 1988*

Visiting Phd Student – University of California (Santa Cruz) and  
University of Texas (Austin)

*1982 – 1983*

Visiting Student – University of Kiel, Germany.

### 4. MAIN TEACHING ACTIVITIES

Teaching at the bachelor & master program: intercultural management, venture planning, technology discovery, digital business development, industry 4.0. Coordinator of the China Hardware Innovation Camp (CHIC) for the HEG. Director of 15 Master Thesis since 2015.

*2017 -*

Launch of a new Certificate in Advanced Studies (CAS) - Fintech –HEG-Fr (Switzerland)

*2016 -*

Launch of a new CAS – Disruptive Innovation – HEG-Fr (Switzerland)

## 5. MAIN RESEARCH ACTIVITIES

2018 - 2019	Research Program on Smart Contracts in the Economy and Services Domains (HES-SO Project Manager)
2018 - 2019	Financing Innovative SMEs through smart contracts – HES-SO funded research (Main Research Partner)
2016 - 2018	Internationalization of Regional SMEs in France and Switzerland and the Role of Supportive Business Development Services to reach Asian emerging markets, EU/Swiss Interreg Research
2016 - 2017	Global Entrepreneurship Monitor – National Report Switzerland 2017 (Research Partner)
2018 - 2019	Digital Transformation in the News Media Industry: Determinants of Business Model Innovation Absorptive Capacity, Swiss Federal Innovation Agency Innosuisse (Main Research Partner)
2018 - 2020	AINews - AI and Chatbot Solutions for the news media industry, HES-SO Research Grant (Main Research Partner)

## 6. IMPORTANT PUBLICATIONS

BUBENZER, P, AYER, JM... (2019). Mapping of Innovation Promotion Programs at University Fribourg and Fribourg Schools of Higher Education, A 2018 Survey for the Cantonal Department of Economic Affairs by the Innovation Club together with Tech Transfer- Fribourg

REGNIER, P, COLLIERE, P, AYER, JM,... (2018). Internationalization of Regional SMEs to Asian Emerging Markets (Final Research Report), Dec 2018

BALDEGGER, R., AYER, J.-M., & PILAUER, A. (2017). L'entrepreneuriat des étudiants en Suisse occidentale: Résultats de l'enquête GUESSS 2016. *L'entrepreneuriat des étudiants en Suisse occidentale: Résultats de l'enquête GUESSS 2016*.

BALDEGGER, R, GAUDARD, R, AYER, JM, (2017). Global Entrepreneurship Monitor – National Report Switzerland 2017 , HEG-Fribourg in partnership with GEM (World) Babson Management College (USA) and Cape Town University (South Africa)

BALDEGGER, R, GAUDARD, R, AYER, JM, (2016). Swiss Entrepreneurship Internationalization Survey 2016, HEG-Fribourg in partnership with Bisnode and Postfinance (Bern)

AYER, J.-M., & PERAZZI, L. (2016). *Economie 21*. LEP, Lausanne.