

Stefan Graser (MSc)



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Doctoral Candidate & Research Associate
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Stefan Graser (MSc) has been a Research Associate at CAEBUS, RheinMain University of Applied Sciences, since October 2021. Stefan has a diverse academic background and research interests in augmented reality, user experience, media innovations, innovation management, digitalization, and digital transformation.

He holds a bachelor's degree in business administration (2017-2020) and gained industry experience in sales and marketing. In 2019, Stefan Graser embarked on a semester abroad at the EWA European Business Academy at the Universidad de Alcalá. He pursued a master's degree in digital management & Transformation (2021) and has been accepted as a doctoral candidate at the Ph.D. Center for Applied Computer Science (PZAI) since 2022.

His Ph.D. research focuses on measuring and optimizing the User Experience of Augmented Reality while bridging the gap between AR authors and users. The main contribution is to make UX evaluation results practically applicable.

Besides this, Stefan works as a freelance lecturer at the Baden-Württemberg Cooperative State University.

Moreover, he is active in different functions within the scientific community.

- Reviewer of several international conferences and journals
 - Technical program committee of CENTRIC
 - Board member of the Social Media Dissemination Board (IARIA-Congress)
- Since 2021, he has published his work in different peer-reviewed scientific articles at international conferences and journals.

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