About the Contributors

In Lee is a professor in the School of Computer Sciences at the College of Business and Technology at Western Illinois University (WIU) in the United States. He is the recipient of the 2013 Provost’s Award for Academic Excellence in Scholarly Activities and a three-time winner of the Research Excellence Award in the College of Business and Technology at WIU. He is also a best paper winner and invited speaker at various conferences. He was a Keimyung Global Scholar during his sabbatical in 2009. He is the founding Editor-in-Chief of the International Journal of E-Business Research. He has published his research in such journals as Journal of Small Business Management, Management Decision, Business Horizons, International Small Business Journal, Communications of the ACM, IEEE Transactions on Systems, Man, and Cybernetics, IEEE Transactions on Engineering Management, International Journal of Production Research, Computers and Education, Decision Support Systems, Computers and Operations Research, International Journal of Production Economics, Knowledge and Process Management, Computers in Human Behavior, Business Process Management Journal, Computers and Industrial Engineering, and others. Prior to his academic career, he worked for a number of multinational corporations, as well as served as a consultant for various government agencies and private organizations. His current research interests include social media, social enterprise, Web technology development and management, investment strategies for computing technologies, and mobile services. He received his BBA from Keimyung University in South Korea, MBA from the University of Texas at Austin, and PhD in Business Administration from the University of Illinois at Urbana-Champaign in the United States.

Donald L. Amoroso is the Lowder Weil Endowed Chair of Innovation and Strategy in the College of Business at Auburn University Montgomery, Professor of Information Systems, Founder of Axcell LLC Consulting Group (focusing on innovation in strategy), and Research Fellow / Adjunct Professor at Asian Institute of Management in Manila, Philippines. He is working with colleagues at 12 Japanese and 6 Philippine universities to develop research on each of the components of the mobile ecosystem. Dr. Amoroso has consulted with over 60 international organizations (such as GE Japan, BMW Japan) working with CEOs and CIOs to develop strategic plans, marketing strategies, accounting and enterprise resource management systems, and projects for information technology. Dr. Amoroso received his MBA and PhD from the University of Georgia in 1984 and 1986, respectively, and has spent more than 25 years in higher education and industry. His experience included working in GE Capital as a director of Enterprise Solutions and with Solista/GartnerGroup as a consulting partner. Dr. Amoroso’s current areas of research include strategy and leadership and mobile technologies, including Internet adoption, understanding consumer behavior using the Internet, online shopping, and music downloading. He has
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**Elisa Arrigo,** PhD, is Assistant Professor of Management at the Department of Economics, Management and Statistics (University of Milan-Bicocca, Italy). She holds a PhD in Marketing and Management from Milan-Bicocca University; during her PhD studies, she was a visiting scholar at Stockholm School of Business. She teaches Marketing and Marketing Communication in academic undergraduate and master courses. Her research interests lie primarily in Market-Driven Management, Corporate Social Responsibility, and Luxury and Fashion Management. She is currently involved in research projects related to the global marketing strategies of fashion and luxury firms with reference to the impact of digital technologies. She has published books, book chapters, and academic papers in referred national and international journals on various aspects of her research topics.

**Catherine J. Ashworth** has had a wide-ranging career, including over 10 years as an international marketing specialist in industries from environmental conditioning to high tech consumer products. Having moved into academia, Catherine’s current teaching includes global/international and strategic marketing. Catherine also has a strong interest and experience in consumer psychology/behaviour, B2B/services marketing and communications. Catherine has a PhD in SME fashion e-retailing, examining success, organizational development, and sustainability strategies in both pure-play and clicks-and-mortar enterprises. Current research includes social media marketing and e-business development strategy. Catherine operates successfully as an e-business consultant engaging in Knowledge Transfer and Action Research Projects across the UK. She has assisted companies in industries such as anti-terror, chemicals, and professional work-wear to embed strategic/digital marketing capabilities which have led to considerable growth. Outside of academic work, Catherine is a keen salsa dancer and is also a qualified Clinical Hypnotherapist and NLP Practitioner.

**Hartmut Behr** is professor of international politics at Newcastle University (UK). He holds a PhD from the University of Cologne and a post-doc from the University of Jena (Germany). Professor Behr is the author of *Immigration Politics in the Nation State* (1998), *Deterritorialized Politics* (2004), and *A History of International Political Theory* (2010), as well as many articles in international and peer-reviewed journals. He is working at the moment on a new book on *Politics of Difference: Epistemologies of Peace,* which will appear shortly with Routledge.

**Imed Boughzala** is Associate Professor at the Department of Information Systems at the Business School of the Mines-Telecom Institute in Paris, France. He received a PhD in Computer Information Systems and HDR in Management respectively from the University of Paris VI Pierre & Marie Curie and the University of Nantes. His research’s interests are related to e-collaboration, knowledge sharing, and crowdsourcing. During the last years, he has been experimenting with virtual learning, collaboration, and project management through 3D Virtual Worlds and Serious Games. Imed Boughzala is the author of several articles and books. He is member of the editorial board of *Information & Management.* In 2008 and 2009, he was visiting Professor at three universities for three successive semesters: Brunel West London University, University of Arkansas, and University of Nebraska at Omaha.
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Edward T. Chen is Professor of Management Information Systems of Operations and Information Systems Department in the Manning School of Business at University of Massachusetts Lowell. Dr. Chen has published over 60 refereed research articles in scholarly journals such as Information & Management, Journal of Computer Information Systems, Project Management, Comparative Technology Transfer and Society, Journal of International Technology and Information Management, International Journal of Innovation and Learning, etc. Dr. Chen has served as vice-president, board director, track chair, and session chair of many professional associations and conferences. Professor Chen has also served as journal editor, editorial reviewer, and ad hoc reviewer for various academic journals. Dr. Chen has received the Irwin Distinguished Paper Award at the Southwestern Federation of Administrative Disciplines conference and the Best Paper Award at the International Conference on Accounting and Information Technology. His main research interests are in the areas of Project Management, Knowledge Management, Agile Software Development, and Green IT.

Ranjan Das is professor of strategic management at the Indian Institute of Management Calcutta. His research interests include strategic thinking, strategy development, strategy execution, and management of change, innovation, entrepreneurship, and leadership. As a strategic and general management consultant and as a facilitator for business and organizational transformation, apart from his extensive teaching experience, Prof. Das draws on over two and half decades of senior level industry experience including that of being a General Manager of an MNC, the Managing Director of a Indian Joint Sector Company, and an Entrepreneur cum Institution builder. Prof. Das has published several articles in reputed international journals and also authored several case studies pertaining to strategy and related areas. He has also authored/co-authored several books and book chapters relating to diversification, corporate restructuring, and entry strategies for MNCs.

Kijpokin Kasemsap received his BEng degree in Mechanical Engineering from King Mongkut's University of Technology Thonburi, his MBA degree from Ramkhamhaeng University, and his DBA degree in Human Resource Management from Suan Sunandha Rajabhat University. He is a Special Lecturer at Faculty of Management Sciences, Suan Sunandha Rajabhat University based in Bangkok, Thailand. He is a Member of International Association of Engineers (IAENG), International Association of Engineers and Scientists (IAEST), International Economics Development and Research Center (IEDRC), International Association of Computer Science and Information Technology (IACSIT), International Foundation for Research and Development (IFRD), and International Innovative Scientific and Research Organization (IISRO). He also serves on the International Advisory Committee (IAC) for International Association of Academicians and Researchers (INAAR). He has numerous original research articles in top international journals, conference proceedings, and book chapters on business management, human resource management, and knowledge management published internationally.

Karen M. Lancendorfer (PhD, Michigan State University) is Associate Professor of Marketing in the Haworth College of Business at Western Michigan University. She is also Director of the Advertising & Promotion Program, where she is the 2011-12 recipient of the WMU Distinguished Teaching Award and the 2012 Haworth College of Business Service Award. Her current research interests focus on political advertising, corporate image, and consumer behavior. Her work has been included in a number of publications including the Journal of Business Research, Harvard International Journal of Press/Politics, Journal of Information Technology, Asian Journal of Communication, International Journal

Jeff McCarthy is a senior digital marketing specialist with over 15 years’ experience in E-commerce, E-retail, M-commerce, interactive and direct marketing in B2B and B2C environments. Jeff’s skills include social media, digital publishing and magazines, email marketing, SEO, PPC, mobile marketing, affiliate and database marketing. His specialties include sports marketing, mail order, online gaming, and sports betting. Having managed his own e-commerce business for several years, Jeff is now a highly experienced speaker/trainer for the CIM, IDM, E-consultancy organizations, alongside his successful teaching career at MMU. Jeff also provides in-company training for the CIM Academy. Jeff was also one of the first marketers to receive the IDM CPD Award (Feb 2006). Jeff is also an internationally published author in practitioner and academic journals (e.g. Internet Research; Journal of Direct Data and Digital Marketing Practice) and is currently researching the impact of social media on football clubs in the UK.

Aneil Mishra is the Thomas D. Arthur Professor of Leadership at East Carolina University in the College of Business. He is a global thought leader in the area of trustworthy leadership. He is the author of Becoming a Trustworthy Leader: Psychology & Practice (Routledge, 2013), which features leaders from Fortune 500 companies who have built trust with employees and customers through innovative and collaborative practices. He is an award-winning professor who has taught at Penn State University, Wake Forest University, Duke University, and Michigan State University. He was Associate Dean for Academic Affairs in the School of Business at North Carolina Central University and also the VP of Faculty and Curriculum for 2tor where he launched MBA@UNC. He currently consults with leaders and teams in Fortune 500 companies to help them build trust and build a culture of collaboration. Aneil’s AB, cum laude in Economics, is from Princeton University and his PhD is from the University of Michigan Ross School of Business.

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**Hanne Westh Nicolajsen** holds a position as associate professor at the Department of Communication, Aalborg University in Copenhagen, Denmark. Her main research interest is organizational use of ICT focusing on the use of ICT in support of changed organizational practices in particular organizational practices of innovation, knowledge management, and learning. Recently, her focus has been divided between two areas. One area is user- and employee-driven innovation with focus on idea competitions and crowdsourcing within knowledge intensive organizations. Another stream of research—mainly driven by empirical experiments—is strengthening of problem-based learning and social learning processes within higher education.

**Mikako Ogawa** serves as an assistant professor at Research Center for Advanced Science and Technology, Tokyo University of Marine Science and Technology. Dr. Ogawa completed her PhD (Media and Governance) in 2010 followed by completing MBA in 2003 Keio University after working as a system engineer for 8 years. Her research areas include information sharing in the food supply chain, food traceability, and communication issues between food companies and consumer. She is a member of Association for Information Systems, Japan Society for Management Information, The Food System Research Association of Japan, the Japan Society of Foodservice Studies, and so on.

**Kelley O’Reilly** (PhD, Utah State University) is Assistant Professor of Sales and Business Marketing at Western Michigan University and the recipient of the 2013 Haworth College of Business Research Award. She has more than 20 years of executive-level experience in franchise retail and service businesses and her research interests are qualitative research methods, Customer Relationship Management (CRM), sales, and service quality. Her work has been included (or is forthcoming) in publications of *Organizational Research Methods, International Journal of Retail and Distribution Management, Journal of Research in Marketing and Entrepreneurship, Qualitative Market Research: An International Journal, International Journal of E-Business Research*, and *Journal of Relationship Marketing*, among others.

**Savvas Papagiannidis** is the David Goldman Professor of Innovation and Enterprise in the Newcastle University Business School, UK. He holds a PhD in Theoretical Physics and a second doctorate in Business Administration. Upon completion of his PhD, he joined the ebusiness@newcastle research team, working on a number of Internet-related research projects. His work has been published in several academic journals and presented at international conferences. His research aims to inform our understanding of how e-business technologies affect the social and business environment, organisational strategies and business models, and how these are implemented in terms of functional innovations. His work puts strong emphasis on innovation, new value creation, and exploitation of entrepreneurial opportunities within the context of different industries.
Maria Petrescu is an assistant professor of marketing at Nova Southeastern University. Her main research areas include digital marketing, social media and international marketing. Dr. Petrescu has participated in prestigious conferences, such as the American Marketing Association Summer Educators’ Conference, the Academy of Marketing Science Conference, the AMS World Marketing Congress, and the Society for Marketing Advances Conference. She also published in journals such as the *Journal of Product and Brand Management*, the *Journal of Marketing Analytics*, and the *Journal of Internet Commerce* on topics such as online price dispersion, viral advertising, and cloud computing.

Jennifer Rowley is Professor of Information and Communications at Manchester Metropolitan University, and Editor of the *Journal of Further and Higher Education*. Teaching includes research methods, information and knowledge management, and management and marketing. Jenny provides students with a supportive learning structure whilst challenging individuals to push themselves beyond their own expectations. Jenny believes that teaching is not just about creating highly employable graduates; it involves contributing to creating someone who has the capacity to observe and analyse the world around them, to think for themselves, and to make difficult choices. Jenny’s research interests are broad and ever-evolving and currently focus around digital information, learning environments, and marketing. In digital marketing, current interests include digital branding, social media marketing, and mobile marketing. When not working, Jenny enjoys spending time with family and friends, plus walking, gardening, and travelling, sometimes simultaneously!

Ada Scupola is a senior associate professor at the Department of Communication, Business, and Information Technologies, Roskilde University, Denmark. She holds a PhD in Social Sciences from Roskilde University, an MBA from the University of Maryland at College Park, USA, and a MSc from the University of Bari, Italy. She is the editor-in-chief of *The International Journal of E-Services and Mobile Applications*. Her main research interests include: innovation theory with focus on open innovation, user-driven innovation, and ICT-based innovation in specific sectors, such as facility management, libraries, and consulting services; adoption of Information and Communication Technologies (ICT) in teams and organizations and in organizational populations with special focus on SMEs; leadership and competences studies especially in relation to adoption of e-technologies; “sourcing” strategies (outsourcing and in-sourcing) with focus on supply chain management and role of Information and Communication Technologies (ICTs); impact studies of e-commerce on industrial structures; and the role of ICT in clusters.

Jeanetta D. Sims (PhD, University of Oklahoma) is an Associate Professor in the Marketing Department at the University of Central Oklahoma, where she teaches courses in business communication and marketing communications. She is Accredited in Public Relations (APR), and her research interests are in strategic communication, organizational diversity, and persuasion and social influence. Her scholarship has appeared in book chapter and journal publication formats including the *Journal of Communication, Journal of Public Relations Research, Human Communication Research, Communication Monographs, Communication Research, Atlantic Marketing Journal, Mass Communication & Society, Corporate Reputation Review, Council on Undergraduate Research Quarterly*, and Still Searching for Our Mothers’ Gardens: Experiences of New, Tenure-Track Women of Color in ‘Majority’ Institutions.
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Khaner Walker helps companies engage with people using the written word – storytelling by way of media pitches, ads, tweets, events, or internal notes to thousands of employees. He currently manages an amazing team of communications professionals at Lenovo, the world’s largest PC company. Together, they plan comprehensive campaigns for multiple global business groups and the company as a whole. This includes anything from printed design, email, Intranet, video production, and event planning to testing batteries on lavaliers and holding the occasional boom microphone. In the past, he has led teams at one of the South’s top PR agencies and managed communications for a private tech company on its way to an IPO. He has shared his knowledge with several non-profit boards he cares deeply about, and will continue doing so when finished with his MBA. He had the extreme luck of marrying an amazing woman, whom he met in Raleigh, NC – a place they are glad to call home. He received his undergrad from NC State University with a degree in Political Science.

Kanghyun Yoon is currently an Assistant Professor of Marketing at the University of Central Oklahoma. Yoon earned his BS and MS degrees from Hankuk University of Foreign Studies (Seoul, Korea), his MBA from Illinois Institute Technology (Chicago, IL, USA), and PhD from the University of Wisconsin (Milwaukee, WI, USA). His research interests are in the empirical modeling of consumers’ decision-making, brand loyalty, customer satisfaction, online auctions, shopping value, and sustainability using econometric, Bayesian, and IO approaches. Dr. Yoon has published academic articles in several journals such as Information Systems Research and Journal of Marketing Theory & Practice, among others. He is also the author of a new online book called Fundamentals of Customer-Driven Marketing.