About the Contributors

Hatem El-Gohary is the Editor-in-Chief of the *International Journal of Online Marketing* (IJOM), Associate Editor of *International Journal of Customer Relationship Marketing and Management* (IJCRMM), and the UK Director for the Institute for Research on Global Business (IRGB - UK). He has more than 21 years of experience in academia and has worked as the marketing director of a multinational company as well as a marketing consultant for a number of national and multinational companies. His research interests include: Electronic Marketing, Electronic Business, Electronic Commerce, Internet Marketing, and Small Business Enterprises. He has published several articles and book chapters and presented several research papers in various international conferences. He holds a PhD, MSc, MRes, PGDip, BSc as well as a PGCHE. He is also a Certified E-Marketer (CeM), Certified Social Marketing Associate (CSMA), an AABPP Fellow, HEA Fellow, CIM member (MCIM), Chartered Marketer, CMI Fellow, and has a significant record of experience in voluntary work in Egypt and the UK. With regards to awards and honours, Dr. El-Gohary won The Routledge Best Paper Award 2007, The American Academy of Business and Public Policy Best Paper Award 2009, The Birmingham City University Business School Best Paper Award 2011, the Ideal Student for Cairo University Award 1992, the Ideal Student for Cairo University Business School Award (twice for the years 1991 and 1992), as well as The SLED Best New Mentor Award 2007. Moreover, he has been awarded an Honorary Life Membership in UBU.

Riyad Eid is an Associate Professor of Marketing at the United Arab Emirates University. Dr Eid received a BSc (Hons) in Business administration from Tanta University (Egypt), an MSc in Business Administration from Tanta University (Egypt), PGDip (2002), and a PhD in Marketing from Bradford University (UK). Prior to the UAEU appointment, he was an Assistant Professor in the Marketing Department at Bradford University-UK and an Associate Professor in the Marketing Department at Wolverhampton University-UK. Dr Eid’s main area of marketing expertise and interest is in the domain of International Internet Marketing. Dr Eid
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has published in several internationally recognised journals such as the Journal of International Marketing, The Service Industries Journal, Journal of Euro-Marketing, Journal of marketing Intelligence and Planning, Journal of Industrial Management & Data Systems, Benchmarking International Journal, The International Journal of E-Business Research, and [Journal of] Internet Research. He has also attended numerous numbers of International Refereed Conferences worldwide. Dr Eid acted as consultant to a number of organizations in Egypt, UAE, and the UK. He is a subject Matter Expert (Marketing) for the E-TQM college in Dubai (UAE) and Umm AL-Qura University in Saudi Arabia. Dr Eid was presented with Emerald Best Paper Award for one of his publications. He is also the editor in chief of the International Journal of Customer Relationship Marketing and Management and a member of the Editorial Review Board for a number of international journals.

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** Sujana Adapa ** is a Lecturer in Management (Strategy and Marketing) in the UNE Business School at the University of New England (UNE), Armidale, Australia. Sujana teaches Introduction to Marketing, Marketing Strategy and Management, Services Marketing, and International Marketing units at UNE for undergraduate and postgraduate students. Her research interests relate to the adoption of technological innovations, corporate social responsibility, sales management, destination visitations, and branding. She has published research papers in reputed journals and presented her research in national and international conferences.

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Abdul-Talib Asmat Nizam teaches international business and international marketing at the Universiti Utara Malaysia, and he is recently attached to the Department of International Business, College of Law, Government and International Studies. He received his PhD in International Marketing from Aston Business School, Aston University, UK, his MBA in International Business from Cardiff University, UK, and a Bachelor’s Degree in Business and Economics from Concordia University, Canada. At current, his academic research has received financial support or support in kind from various institutions. He is also the recipient of *Universiti Utara Malaysia Outstanding Research Award* and *Universiti Utara Malaysia Most Promising Researcher Award*. His research interests lie primarily in international marketing and strategic marketing, especially in export market intelligence, and the use of export market intelligence in the firm’s export decision process. He has also been appointed as an Associate Professor in International Business in Tashkent State University, Uzbekistan, a research fellow at Honda Foundation, Japan, and Faculty Associate at Aston Business School, UK, teaching international marketing and international business. Prior to joining academia, he worked as an associate in corporate banking for a Fortune-500 foreign bank in Kuala Lumpur.

M. Noor Davids studied at the University of the Western Cape and the University of Cape Town in South Africa. His doctoral study was in the field of Education and HIV and AIDS and sexuality education. The author currently lecturers in the Faculty of Education and Social Science at the Cape Peninsula University of Technology in Cape Town. He taught at The University of the Western Cape, South Korea, Saudi Arabia before joining the University of KwaZulu-Natal in Durban. He specializes in Curriculum studies and Educational foundations and presently works in History and Teacher Education. He also published in academic journals and recently contributed a chapter on Education systems in an Oxford University textbook on Education Studies. At the community level, the author was a founder member of community radio station Voice of the Cape. He also contributed towards the initiation of community museums and the Muslim Unit trust initiatives in South Africa. The author is presently researching Teacher Education and models of Teacher development.
**Noha El-Bassiouny** is an associate professor of marketing at the Faculty of Management Technology at the German University in Cairo (GUC), Egypt. She also acts as the academic coordinator of the Business and Society Research Cluster (BSRC) which aims at bridging the interface between business and society in the modern world in terms of research, teaching, and community outreach. Her research interests lie in the domains of consumer psychology, ethical marketing, social responsibility, and sustainability. She has wide international exposure and has published her works in reputable journals including the *Journal of Business Research*, the *International Journal of Consumer Studies*, the *Journal of Consumer Marketing*, the *Social Responsibility Journal*, the *Journal of Islamic Marketing*, as well as the *African Journal of Economic and Business Research*.

**Josie Fisher** has a PhD in Philosophy, a Postgraduate Diploma in Humanities, a Bachelor of Arts with Honours Class I, a Graduate Certificate in Higher Education, and a Certificate IV in Assessment and Workplace Training. She is an Associate Professor in the UNE Business School at University of New England. She has been a Deputy Chair of the Academic Board since January 2010. Her teaching and research interests include business ethics, professional ethics, corporate social responsibility, sustainability, and the relationship between these areas and strategy and marketing.

**Farooq Haq** is an Assistant Professor of Marketing at the Canadian University of Dubai. Previously he was the lecturer in Business and Marketing at the Charles Darwin University in Darwin, Australia. He received his PhD in ‘marketing spirituality: a tourism perspective.’ His research areas are marketing special products, Islamic marketing and brands, marketing spiritual tourism and Islamic tourism. He has to his credit publications in international journals and research papers presented at international conferences.

**Musa Gambo K. K.** was born in 1968 and had his primary and secondary education in 1980 and 1985 respectively. He received his HND in Marketing in 1991 and MBA in the year 1998. After which, he obtained my MSc Management from Bayero University Kano in 2010. He is presently writing his PhD Management Dissertation on Service Quality and Customer Satisfaction among Domestic Air Passengers in Nigeria at the same University. He is now a Chief Lecturer in the Department of Marketing, School of Management Studies at Kano State Polytechnic, his Alma Mata, which he joined in 1993. Within that period, he held many administrative and Academic positions including Chief Examination Officer of the School, Head
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of the Department and Director Academic Planning among others. In addition, his publications include a text book on marketing cases and problems in 2004 and some articles in national and International Journals all related to marketing and management fields. He is happily married with children.

Foula Kopanidis is a marketing academic, whose teaching and research expertise areas include consumer behavior education and marketing. She has won several teaching awards. Her research is anchored across three disciplines of marketing education and psychology, and she has had publications in these fields. Prior to her ten years in academia, she worked as a market researcher and consultant.

Adela McMurray has academic and industrial research and consulting experience in manufacturing and the service industries. She has over 81 publications, won best author and teacher awards, and research grants totaling over $2.5 million. She is an editorial advisory board member for numerous journals and holds various Chairs on the International Theme Committee (ITC) at the US Academy of Management.

Anita Medhekar is a Senior Lecturer in Economics at CQUniversity, School of Business and Law, Rockhampton, Australia. She has taught economics of the Asia-Pacific, economics for business, microeconomics and macroeconomics, public finance, public policy, and electronic commerce. Her research interests are applied economics, economies of developing countries, development economics, international trade, health economics, and tourism economics. She has publications as book chapters, international journal articles and research papers presented at international conferences.

Nael M. Sarhan has 10 years of academic undergraduate and post graduate teaching experience in Jordanian and Australian universities. He is a member of the Universities Curriculum Development Committee. Dr. Sarhan is a reviewer for various International journals.

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**Wan-Nurisma Ayu Wan-Ismail** since 2006, she has been a tutor in the Department of International Business at the Universiti Utara Malaysia, Malaysia. She graduated from Universiti Utara Malaysia with a Bachelors degree in International Business. Then, she pursued her Masters degree in Business Administration (MBA) from the Universiti Kebangsaan, Malaysia. At present, she is pursuing her PhD in International Business. Her research interests are focusing on the area of consumer behavior, culture, and international marketing.

**Dursun Yener** has held a PhD degree in Marketing since 2011. He has various academic papers in national and international journals. His research area of study is consumer behaviour. He is married and has two sons.

**Norhayati Zakaria**’s research expertise combines several interdisciplinary fields which include cross-cultural management, international business, and computer-mediated communication (CMC) technology. Dr. Zakaria is currently a Senior Lecturer at the Universiti Utara Malaysia in the Department of International Business, College of Law, Government, and International Studies. For the past four years, she has served at two Universities in the Gulf region in which she was promoted to Associate Professor at the University of Wollongong in Dubai and Saudi Electronic University, Riyadh. She received her PhD in Information Science and Technology and MPhil in Information Transfer at Syracuse University, USA, MSc. in Management of Technology at Rensselaer Polytechnic Institute, USA, and Bachelors Degree of Business Administration (Human Resource Management) at the Universiti Utara Malaysia. Since she was trained in the Western educational system and exposed to the Middle Eastern teaching and learning culture, she has developed eminent cross-cultural competencies. Her research program centers on issues of cross-cultural and intercultural communication and its impact on the effectiveness of managing expatriates, developing intercultural communication competencies through effective cross-cultural training for global virtual teams, and building culturally-sensitive cyberinfrastructure collaboratories.