About the Contributors

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Ben Clegg, PhD, BSc (Hons), CEng, FIET, FHEA is a Professor of Operations Management, specialising in operations improvement. Ben has extensive experience in strategic development and operations improvement over a 20 year period working with large and small companies. His work has focused on the development of lean thinking, process improvement and the management of companies’ wider enterprises of suppliers, partners and customers. Novel approaches include the use of enterprise management concepts and systems thinking. He has well over 100 published works. Previous high profile clients include Rolls-Royce Aerospace, BAE Systems, Chiltern Railways, Brintons Carpets, and Jaguar Land Rover. His work has successfully attracted and delivered over £2M of research funding over the last 10 years. The vast majority of this work has been in applied theory.

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Yuenan Liu is a full professor of the School of Information Resource Management (SIRM) of the Renmin University of China with a PhD, teaching and researching in the fields of digital records management and preservation process, system and policies. She has published more than 50 academic papers on relevant topics including the national strategy for electronic records in China, the risk management of digital records, electronic records management system (ERMS) functional specification and implementation guideline, metadata scheme design, government information management etc. She is a key drafter of the first national 5-year planning for electronic records management and preservation in China issued in 2011, of the national standard of ERMS functional specification issued in 2012, and the national standard of ERMS implementation in 2013.

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Robert Pennington, Ph.D. (University of Wisconsin, 1991) has held faculty positions at several Universities in the USA and Taiwan in departments of communication, management, and foreign languages and cultures. He specializes in the cultural development implications of communication technology. His general interest concerns consumption and marketing communication as cultural processes for satisfying basic human needs. He has written previously about marketing communication development, advertising and brands within consumer culture, the meanings of consumer brands and psycho-linguistic methodology. His research extensively explicates a theory of culture as a system of symbolic forms. The methodology selects influential literature from a range of disciplines to form a synthesis of various perspectives.
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