About the Contributors

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Carla Ruiz Mafe (Ph.D. University of Valencia, Spain) is an Associate Professor in the Department of Marketing, Faculty of Economics, University of Valencia. She has been visiting scholar at University of North Carolina-Wilmington (USA) and Glasgow University (UK). Her primary research interests include e-commerce, mobile marketing, branded entertainment, interactive marketing, and consumer behavior. Her research has been published in more than 30 international refereed journals such as Internet Research, Online Information Review, Service Industries Journal, Journal of Consumer Marketing, and Industrial Management and Data Systems.

Lisa Luebbehusen Scribner (Ph.D., University of South Carolina, USA) is an Associate Professor of Marketing in the Cameron School of Business at the University of North Carolina Wilmington. Professor Scribner’s research has been published in the International Journal of Culture, Tourism and Hospitality Research, Journal of Hospitality Marketing & Management, Journal of Global Business, Total Quality Management Journal, Marketing Education Review, Journal of Marketing Theory and Practice, and others. Professor Scribner’s primary research interests involve multiple aspects of consumer behavior, such as cross-cultural consumer decision making, branded entertainment and advergaming, consumer product knowledge, comparative advertising, and consideration set formation.

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**About the Contributors**

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**Georgia Maria Arvaniti** possess a BA in Business Administration (TEI of Athens) and an MSc in International Strategic Marketing (the University of Glasgow), while she has attended numerous executive training seminars in online marketing. She is currently working for ATINER (the Athens Institute for education and Research) as a Research-Administrative Assistant (Business and Law Research Division), and as a freelance Digital Marketing consultant. Her research on online brand communities has been presented in International Marketing Conferences such as EMAC, AMS, and WMC.

**Jesús Bermejo-Berro** is Professor of Media Psychology at University of Valladolid (Spain) and Visiting Professor of Marketing at University of Toulouse Jean Jaurès (France). He is Editor of Pensar la Publicidad. Revista Internacional de Investigaciones Publicaciones (ISSN: 1887-8598), an advertising scientific journal. Founder and director of the laboratory LipsiMedia Ad-Lab, were he works on a line of research which deals with the influence of audio-visual media on cognitive, affective and social processes. His research interests include the impact of media on mental processes, narratives and persuasion. He is author of Advertising and Social Change (2004); Audiovisual Narrative. Research and Applications (2005); Man and Thought. The narrative turn in Social and Human Sciences (2005); Génération télévision. La relation controversée de l’enfant avec la télévision (2008); Mon enfant et la télévision (2008); Seven looks, the same light (2009); Kaleidoscope Film (2011).

**Pedro Canales** is Assistant in Marketing in the Department of Marketing in the Economics School at the University of Valencia. PhD in Marketing from the University of Valencia (since 2006), he has paid attention on areas as strategic marketing, new technologies and sales management. He has presented papers at several international and national conferences. His research work has been published in international (i.e. Journal of Business and Industrial Marketing, Team Performance Management, and Universia Business Review), and Spanish refereed journals.

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**Miss Laurence Dessart** is a PhD research at the University of Glasgow. She obtained her undergraduate and master’s degree from HEC-ULg in Belgium and has gained industry experience in market research and advertising in Europe, China and the UK prior to her PhD. Her thesis is focused on consumer engagement in online brand communities and her wider research interests lie in online marketing, branding and consumer behaviour.

**Matthew Freeman** is Visiting Lecturer in Media and Communication Studies at Birmingham City University and holds a PhD in Culture, Film and Media Studies from the University of Nottingham. He has published articles on the history of transmedia storytelling, branding, consumer culture and convergence in The International Journal of Cultural Studies, Historical Journal of Film, Radio and Television, and International Journal of Communication, amongst others. He will publish his first sole-authored monograph on this topic in 2015.

**Asunción Hernández** is Lecturer in University of Valencia. She is PhD in International Private Law (University of Valencia) and PhD Courses in Marketing. She also has a Master Planning and Management and a Masters in Business Media. She has been Manager of new business training institute, General manager of Business Associations and General manager of Federations Intersectional Business, Member of the Foreign Trade Commission of Chamber of Commerce, President of Consumer Arbitration Court. Her researches have been published in prestigious journals, both nationally and internationally: Economic & Business Letters; Crime Victims Support; Collection of Recommendations for European Commission; European Equity Law; Foundation Commercial Distribution, Journal of Notebooks Economics; 3C business, Research and critical thinking, Journal of law and New technologies, Journal of Consumer Studies. She is the author of several books in the field of information technology, consumer, advertising and data protection with extensive national and international dissemination.

**Josep Crespo Hervás** received his PhD in Sport Management from the Universitat de València - Valencia (Spain) in 2012. He is currently assistant professor at Faculty of Physical Activity and Sport Sciences, University of Valencia (Spain). He has published several articles in international prestigious journals regarding sport event management. He is also the main manager of the Hockey Federation of Valencia and currently he is organizing the pre-Olimpic women hockey tournament.

**Christine Kowalczyk** is an Assistant Professor of Marketing at the College of Business at East Carolina University. Christine earned her doctorate at the University of Memphis in 2011. Her research focuses on celebrity branding, non-traditional advertising and marketing to children, with manuscripts published in the Journal of Marketing Theory and Practice, Current Issues and Research in Advertising and Marketing Education Review. She has also presented at a number of international and national
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**Inés Küster** is Professor in Marketing in the Department of Marketing - Economics School, University of Valencia, Spain. She gets her PhD in Marketing by the University of Valencia in 1999. Her research attention has focused on the areas of strategic marketing and sales. She has published articles in several refereed journals (i.e. *JQR*; *European Journal of Innovation Management*; *Journal of Business and Industrial Marketing*; *Innovative Marketing*; *Qualitative Market Research: An International Journal*; *European Journal of Marketing*; *The Marketing Review*; *Marketing Intelligence and Planning*; *Journal of Global Marketing*; *Journal of Relationship Marketing*; *Annals of Tourism Research*; *Sex Roles; Equal Opportunities International*, and other relevant Spanish journals). She is author of diverse books and book chapters related to her investigation field. She has also presented papers at the European Marketing Conference and the Academy of Marketing Conference. She collaborates with several companies, helping them in marketing areas (recruiting salespeople, training sales managers, analysing commercial efforts, etc.).

**Eva María Giner Larza** (PhD, University of Valencia, Spain) is the Director of the Department of Bio-Health Sciences at the European University of Valencia. He has contributed with over a dozen research papers to international conferences. His research has been published in top refereed journals such as *European Journal of Pharmacology* and *Journal of Pharmacy Pharmacology*. She has directed several postgraduate courses in Pediatric and Neonatology Nursing. Her main research areas of interest are pharmacological inflammation, phytotherapy and innovation in education.

**Andreas Lieberoth** is an applied game psychology researcher at the Interacting Minds Centre, Aarhus University, and an associated researcher and game designer at the Centre for Community Driven Research (CODER). His Ph.D. was in cognitive and educational psychology. He has (co-)designed several games, both digital and analogue. His academic work centers on the social psychology and cognitive neuroscience of gaming, especially in the context of game based learning, crowdsourcing and behavior design.

**Andreea Catalina Marin** holds an MA in Corporate Communication from Aarhus School of Business and Social Sciences. Currently, she holds the position of Digital Communication Consultant in an international ad agency, where she is working with branding communication, branding entertainment, and storytelling. She has previously been involved in a citizen science research project focused on developing the community and game elements of a game with purpose, called “Quantum Minds”. The aim is to gain insights into the intricate mechanics of the human mind, to find solutions to complex problems and to harness the collective cognitive power in the process of developing a quantum computer. Andreea has been publicly speaking about the project, among others, at the bi-annual edition of the Citizen Cyberscience Summit 2014, London.

**Jennifer Martinez** is an Assistant Professor of Marketing in the Coles College of Business at Kennesaw State University. Jennifer earned her doctorate at the University of Memphis in 2014, and prior to beginning her doctoral studies, Jennifer had over 15 years of experience with Starbucks Coffee Company and Wells Fargo Home Mortgage, and several years as a small business owner. Jennifer has experience teaching Principles of Marketing, Services Marketing, Entertainment Marketing, and her primary in-
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**Max Moller** is a designer of serious games and game-based learning. He is a partner in the change agency Workz, based in Copenhagen. Prior to this, he spent a decade at the Danish University for Education (DPU) where he played a pivotal role in creating the Centre for Learning Games. Over the last 15 years, he has designed numerous games, ranging from the forensic detective game Homicide to Marketleader, a market simulation designed for top management in ISS.

**Ferran Calabuig Moreno** received his PhD in Sport Management from the Universitat de València - Valencia (Spain) in 2005. Since 2012 he is Vice dean of Economics and Facilities at the Faculty of Physical Activity and Sport Sciences. He writes and presents widely on issues of service quality, sport consumer satisfaction and, social and economic impact of sport events. He has published several articles in international prestigious journals and participates presenting research results in international and national conferences on sport management.

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**Daniel De la Rubia Ortí** graduated in Translation and Intercultural Communication from the European University of Valencia. He has worked for the Spanish edition of *Le Monde Diplomatique* and he has also been short-listed for several short story awards. His main research areas are intercultural communication and advertising.

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Lynn Summerfield is an Associate Lecturer in the Social Sciences Faculty at the Universidad Europea Valencia where she has been a faculty member since 2009. She teaches a range of subjects from ESL to Translation and Culture at an undergraduate level and has contributed to postgraduate courses for conference interpreters as a language corrector. Lynn has contributed to publications in conferences such as International Sessions on University Innovation, Madrid (JIU, Madrid) and International Technology, Education and Development Conference, Madrid. She is also collaborating with diverse projects as a doctoral researcher. Lynn completed a MA (Ed) in Higher Education in 2014 and is currently undertaking her Ph.D. at Universidad Europea de Madrid. Her research interests lie in the area of attitudes towards intercultural communication in higher education.

Cleopatra Veloutsou is a Senior Lecturer in Marketing in the Adam Smith Business School of the University of Glasgow. She holds an MBA and was awarded a PhD from the Athens University of Economics and Business in Greece. Her primary research interest is on Brand Management and Marketing Organisations, focusing mostly in the Brand Management structure and the brand support in general. She has also worked in Relationship Marketing and Marketing Communications. She has published over 35 articles in these areas and her papers have appeared in various academic journals, including the Industrial Marketing Management, the International Journal of Advertising, the Journal of Business and Industrial Marketing, the Journal of Business Research, the European Journal of Marketing, the Journal of Marketing Management, the Journal of Product and Brand Management, and the Journal of Services Marketing. Dr. Veloutsou is also the co-editor of the Journal of Product and Brand Management and on the editorial board of the European Journal of Marketing, the Journal of Brand Management, Manag-
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Yann Verhellen obtained a Master's degree in Communication Sciences at Ghent University (Belgium) and early 2015 completed his Ph.D. at the University of Antwerp (Belgium). His research focused on consumer responses to online and offline product placement. He published in, amongst others, Marketing Letters, International Journal of Advertising, Journal of Electronic Commerce Research, Journal of Marketing Communications, and Journal of Consumer Policy, and presented his work at the European Marketing Academy conference and the International Conference on research in Advertising. He currently works as a marketing consultant.

Natalia Vila is Professor in Marketing in the Department of Marketing - Economics School, University of Valencia, Spain. She gets her PhD in Marketing by the University of Valencia in 1999. She has carried out research on topics such as competitive positioning, identification of strategic groups/competitive groups and the application of Multidimensional Scaling in marketing. Her research work has been published in European Journal of Marketing; International Marketing Review; Marketing Intelligence and Planning; Journal of Consumer Marketing; Journal of Relationship Marketing; Innovative Marketing; Journal of Marketing Management; Journal of Strategic Marketing; European Journal of Innovation Management; Qualitative Market Research: An International Journal; The Marketing Review; Journal of Global Marketing; Journal of Travel and Transport Marketing; Equal Opportunities International, and Spanish refereed journals. She has presented papers at several Conferences such as EMAC, AM, and AMS.