About the Contributors

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Elisa Arrigo, Ph.D., is Assistant Professor of Management at the Department of Economics, Management and Statistics (University of Milan-Bicocca, Italy). She holds a Ph.D. in Marketing and Management from Milan-Bicocca University; during her Ph.D. studies she was visiting scholar at Stockholm School of Business and London Business School. 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. She has published books, book chapters and academic papers on referred national and international journals on various aspects of her research topics.

Eleonora Brivio has a Ph.D. in Psychology and is currently a research fellow at Centro Studi e Ricerche di Psicologia della Comunicazione, Università Cattolica del Sacro Cuore, Milan, Italy. Her research interests are identity, subjectivity and intersubjectivity in online interactions, computer mediated communication and health technologies.

Suzan Burton is a Professor of Marketing at the University of Western Sydney, Sydney, Australia. Professor Burton is a joint author of Australia’s leading Marketing textbook (Kotler, Burton, Deans, Brown and Armstrong), and the author of over 100 refereed publications. Her research has been recognised by funding from the Australian Research Council, by nine awards from conferences and journals, and she has also been named as ANZMAC Distinguished Marketing Educator of the Year.
Mike Chen-ho Chao was awarded a Bachelor of Commerce degree in Business Administration at National ChengChi University, Taipei, Taiwan, a Master of Business Administration degree at the University of Missouri-Columbia and a Ph.D. degree in Marketing and International Business at Saint Louis University. Mike has published articles on academic journals such as Journal of International Marketing, Journal of World Business, and International Marketing Review and has presented numerous papers at the annual meetings of academic associations such as American Marketing Association, Association for Consumer Research, Academy of International Business, and Academy of Management. Mike’s research and teaching interests center on the internationalization/ regionalization of multinational enterprises (MNEs), standardization vs. localization of MNEs’ websites, consumers and MNEs from “Greater China Region” and country-of-origin (COO) effects in international marketing. The empirical findings of his studies contribute to managerial implications.

Scott Cowley is a doctoral candidate in marketing at the W.P. Carey School of Business, Arizona State University. His research interests include digital marketing strategy and social media as drivers of firm performance.

Andrew Cox is a senior lecturer in the Information School, University of Sheffield and Head of the Digital Societies Research Group. After graduating from Aberystwyth with an MSc in Library Studies, he spent a number of years working in development projects around the use of ICT in library contexts, funded by EC, JISC and others. He completed his Ph.D. at Loughborough in 2006. The topic was knowledge sharing among web management professionals, on and off line, informed by notions both around communities of practice and theories of professionalisation. He has had a continued an interest in online community/social media and professional identity in later work.

Ilaria Dalla Pozza is Marketing Professor at IPAG Business School in Paris. She is specialised in Customer Relationship Management, social media and multichannel strategies. Her research has been published in Journal of Retailing, European Journal of Marketing, and the Journal of Interactive Marketing. She has worked with major corporations in multichannel management and customer satisfaction.

Stephen Dann (@stephendann) is a Senior Lecturer in the Research School of Management, College of Business and Economics at The Australian National University. His research interests include social media marketing, Twitter analysis, social marketing (marketing of social change), and political marketing.

Bela Florenthal is an Assistant Professor of Marketing at William Paterson University, in the Cotsakos College of Business. She received her Ph.D. from the Pennsylvania State University. She has a diverse research background and published substantially in her discipline. Some of her recent manuscripts have been published in the Journal of Services Marketing, Marketing Management Journal, International Journal of Integrated Marketing Communications, and Young Consumers. She also regularly presents at conferences and has published numerous manuscripts in conference proceedings. Some of her recent presentations have been at the Society for Marketing Advances, the Marketing Management Association and the EDGE Direct/Interactive Marketing Summit. Dr. Florenthal is a member of AMA, SMA, and
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Alexa K. Fox (Ph.D., The University of Memphis) is an Assistant Professor of Marketing at Ohio University. Her research interests include digital marketing, online reviews, neuromarketing, and online privacy. Alexa holds a B.S.B.A. in International Business and an M.B.A. in Strategic Marketing from The University of Akron.

Guendalina Graffigna received a Ph.D. in Social Psychology at Catholic University of the Sacred Hearth of Milan (Italy) where she actually is Assistant Professor. At the same University she teaches “Qualitative Methodology”, she is Associate Director for the II level Master Degree in “Qualitative Methods applied to Social and Marketing Research”, and she is a member of the Scientific Committee for the Ph.D. School in Psychology. Guendalina is also editorial manager for the Journal “Micro&MacroMarketing”. Before her actual appointments, Guendalina was a Post Doc fellow (A.A. 2007-2008) and visiting professor in Qualitative Methods (A.A. 2008-2009) at the International Institute for Qualitative Methodology, University of Alberta, with which she still collaborates for several research and teaching initiatives. Beside her academic achievements, Guendalina acts as qualitative scientific advisor at GfK-Eurisko in Milan where she is an online qualitative research specialist and she is Associate Director the Study and Training Centre of ASSIRM (Italian Association of Marketing Research Institutes) and Co-Chair for Education of MMRA (Mobile Marketing Research Association). In July 2012 Guendalina was awarded with the prize of Qualitative Health Research Leadership 2012 from the Global Congress for Qualitative Health Research Committee. Her research and scientific activities are mainly devoted to patient engagement in health and wellbeing, healthcare organization innovation and digital health (http://peoplehealthengagement.wordpress.com/). She has spent the last 10 years of activity in constructing bridges between scientific/academic knowledge and professional practice, particularly in the sectors of consumer and health research. At present she is coordinating an intra and inter university reflection for contributing to priorities and policies discussions at the European Level on patient health engagement. In the year 2012 Guendalina was Congress Manager for the 2nd Global Congress of Qualitative Health Research (http://meetings.unicatt.it/gcqhr2012) and chair for Qualitative Online 360: the 2nd Europea Congress of online qualitative research.

Aila Khan received her Ph.D. in 2012 from the University of Western Sydney. She lectures in Marketing Research at both Undergraduate and Postgraduate levels. Her research interests span across a range of areas including social media, tobacco control and consumption behaviours. While her thesis focused on the use of Structural Equation Modelling, Aila is now exploring the use of different visual techniques for qualitative research. In collaboration with researchers from the University of Sydney, Aila has undertaken consultancy work for Horticulture Australia. She regularly presents her research at the Australian & New Zealand Marketing Academy Conference and, along with her supervisors has jointly published in a range of journals.
Megan Lambert is a Rhetoric & Composition M.A. candidate at the University of Central Florida in Orlando. Her research interests include writing center theory and practice, digital literacy, and composition pedagogy. She teaches first-year composition courses with UCF’s Department of Writing & Rhetoric as a Graduate Teaching Associate, and also works as a graduate assistant and tutor in UCF’s University Writing Center. She is currently working on her thesis project, which explores how tutors use writing resources to address composition concerns and facilitate learning opportunities in writing consultations.

Soureh Latif Shabgahi received her Bachelor’s degree in Computer Science in 2009 and her Masters degree in Information Systems Management from the University of Sheffield in 2010. In 2011 she started her Ph.D. in the Information School, University of Sheffield. She is currently working to complete her thesis. The aim of her research is to investigate the uses and risks of microblogging as perceived by small and medium enterprises (SMEs) in the area of South Yorkshire, UK, and what these organisations did to manage such risks. She writes and presents her work on issues about managing the risks of internal uses of microblogging within small and medium enterprises. She is the author of two publications (2013, Shabgahi et al.; 2014, Shabgahi and Cox).

Sara Linton holds the Specthrie Professorship of Accounting at the rank of Assistant Professor in the Heller College of Business at Roosevelt University in Chicago, IL. In addition to her Ph.D. in Accounting & Taxation, she holds a JD from the New York University School of Law and an MSIS from Pennsylvania State University. While her main research area is taxation (she has published in the Journal of Taxation, the Journal of Corporate Taxation, the Journal of the American Taxation Association, and others) her additional training has enabled her to work in other areas.

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Ryan Petty is an Assistant Professor of Human Resource Management in the Heller College of Business at Roosevelt University in Chicago, IL, where he teaches courses in personnel selection, compensation management, labor & employee relations, and business statistics. His research interests include personnel selection, management education, work-life balance, and labor relations in the construction industry, and his work has been published in multiple academic outlets. He earned his Ph.D. in Human Resources and Labor Relations (HR/LR) from Michigan State University.

Simon Pickert received his Master of Science in Technology with Management from Technische Universität München in 2014, specializing in the fields of Innovation and Entrepreneurship. He was a visiting scholar at Columbia University (New York), as well as UC Berkeley, and holds an Honours Degree in Technology Management from the Center of Digital Technology & Management.
About the Contributors

Veronica Ravaglia graduated in Psychology of Marketing from Università Cattolica del Sacro Cuore, Milan, Italy. She currently works as social media researcher in Duepuntozero DOXA, a Digital Research Agency based in Milan. Her main interests are in understanding the dynamics of communication, interaction and influence in digital environments.

Philipp Sandner is partner of Munich Innovation and responsible for analyzing IP and investigating strategic options to identify their commercialization potential. He also holds a Ph.D. in innovation and economics awarded by the Ludwig-Maximilians-University (LMU), Munich, Germany. He studied at the University of Mannheim, Germany, the Copenhagen Business School, Denmark, and at the University of California at Berkeley, USA, and the Technische Universität München (TUM). His research focuses on the marketing-finance interface, the impact of IT and Internet, and intellectual property.

Alena Soboleva is a Ph.D. candidate at the School of Business, the University of Western Sydney, Sydney, Australia. Alena has two Masters degrees, in Commerce and International Business, from Macquarie University in Australia. Her research interests are in the commercial use of social media platforms such as Twitter for marketing communication programs. She has also been involved in studies that have explored the use of Twitter by not-for-profit organisations. Alena has worked as a research manager, marketing analyst and digital marketing specialist in multinational organisations such as Communispace, SAP and Telstra. In her most recent role as digital analyst, Alena is focusing on the optimisation of measures of advertising effectiveness using an attribution modelling approach.

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Cinà van Zyl is a Professor in Tourism Management and Chair of the Department Transport Economics, Logistics and Tourism at the University of South Africa (UNISA), South Africa where she has been employed since 1988. She obtained HonsBEcon in Transport Economics at the University of Stellenbosch, MPhil (cum laude) in Tourism Management at the University of Pretoria, and DCom in Tourism Management at UNISA. Her special research interest is the leisure and business tourism market, more specifically the festival and events sector of the tourism industry. She is author or co-author of specialist publications in national and international professional journals and has also read papers at national and international conferences.