About the Contributors

Theodosios Tsiakis is a Lecturer of Management of Information Systems with the Dept. of Marketing of the Alexandrian Technological Educational Institute of Thessaloniki. He holds a PhD in Information Security Economics from the Univ. of Macedonia, Greece. His research interests include information security economics, risk, trust and human factors. He has published several articles in the above area, as well as in the broader area of Management of Information Systems.

***

Ana Margarida Barreto holds a PhD degree from the New University of Lisbon where she teaches Marketing. She completed fieldwork as a visiting scholar under the auspices of the University of Texas at Austin, University of Westminster, King’s College of London, and Columbia University. Her research, among other interests, pertains to measure the effectiveness of digital communication, the relationship between brands and consumers within social networking sites, and the electronic world-of-mouth. Ana Margarida Barreto has worked for five years in communication and advertising, both in Portugal and in Spain. Her research interests also include social contagion, social influence, consumer behavior and neuroeconomics.

Koen W. de Bock obtained a Ph.D. from Ghent University, Belgium, in 2010 and is currently working as a marketing professor at the IÉSEG School of Management with campuses in Lille and Paris, France. He is a visiting professor in MBA programmes of both the University of Stellenbosch Business School (USB) in Cape Town, South Africa, and at the TIAS School for Business and Society, Utrecht, the Netherlands. His courses focus on Digital Marketing and Web Analytics. His research projects involve innovative methods for predictive customer analytics and his work has been published in international journals such as Journal of Business Research, Computational Statistics & Data Analysis and Expert Systems with Applications.

Othman Boujena, is an associate professor of marketing at Neoma Business School (France) and the Head of the research center for Markets, Brands & Experiences (MBE). He is also responsible of the Major in Marketing. He holds a PhD from Aix-Marseille University (IAE Aix Graduate School of Management). He has been a visiting research fellow at New York University in 2013 and Georgia State University in 2005. He teaches consumer behavior, CRM, marketing strategy, and marketing research. His research interests focus on relationship marketing, CRM and sales force automation. He is author/coauthor of several papers in international marketing conferences and journals like AMA, NCSM, Thought
Leadership on the Sales Profession Conference, GSSI Conference, JPSSM journal, ANZMAC, IMP...). He also contributed to many books through chapters on CRM, customer centricity, customer experience and loyalty programs. He also served as a reviewer for many international conferences and journals like Association for Consumer Research (ACR), AMA conference, European Marketing Academy Conference, European ACR, Academy of Marketing, European Management Journal, International Conference of French Marketing Association or Academy of Management.

Marisa Cesário holds a PhD in Economics and is an Assistant Professor at the Faculty of Economics, University of Algarve. She is member of the Research Centre for Spatial and Organizational Dynamics and teaches microeconomics and public economics in undergraduate courses and regional economics and industrial development in master degrees. She published scientific work related with economic geography, globalization, and technological change.

Kristof Coussement is an Associate Professor of Marketing Analytics at the IÉSEG School of Management (Lille/Paris, France) (EQUIS,AACSB). He teaches several marketing courses including “Customer Relationship Management” and “Database Marketing” in which students are taught the theoretical principles of all aspects in operational and analytical CRM and the methodological foundations of predictive marketing modeling. His main research interests are all aspects in Customer Intelligence and Social Media & Online Community Intelligence using data- and text-mining techniques. He has published in international peer-reviewed journals like Decision Support Systems, Information & Management, the European Journal of Operational Research, the Journal of Business Research, the European Journal of Marketing, Computational Statistics & Data Analysis, and Expert Systems with Applications, among others. Improving his ‘practical’ experience over the years by doing several real-life projects in a different number of industries, his main focus lies on doing profound academic research with a high-added value to business.

Nikolaos Dimitriadis (MBA, PhD) is applying neurological and behavioral sciences in marketing and communications for over a decade. His award-winning, unique methodology for internal communications based on brain-friendly methods has been implemented by multinationals and local companies throughout the SEE region. Nikolaos has enjoyed a 360o experience in practicing marketing since he worked on the client, agency and academic sides. As a consultant, Nikolaos worked with numerous marketing and communications agencies helping them winning and managing important accounts such as Nestle, Holcim, IKEA, and Banca Intesa Sanpaoplo. One of his projects won the two most prestigious international awards in corporate communications (IPRA and SABRE awards, 2009). Nikolaos is frequently invited in SEE to talk about marketing, brand strategy and neuro-communications. He lectures at the University of Sheffield Executive MBA program in SEE and he is also the strategy consultant at DNA Communications, a full-service advertising agency based in Belgrade, Serbia.

Silvia Fernandes is an Assistant Professor at Faculty of Economics, University of Algarve and holds a PhD in Information Economics. She is member of the Research Centre for Spatial and Organizational Dynamics and teaches information technology, monetary economics, innovation economics and entrepreneurship in undergraduate and master courses. She has publications in books, journals, and conference proceedings related with innovation, information systems, social networks, technological diffusion, and mobile systems.
About the Contributors

**Sandra Filipe** is an Assistant Professor at the Higher Institute of Accounting and Administration of the University of Aveiro (ISCA-UA) since 1999. She is a Bachelor of Management by the Economy Faculty of Coimbra University, in 1996, Master in Management at ISCTE - Business School of Lisbon University Institute, in 2000, and doctoral student in Marketing at ISCTE since 2009. Currently, she is researcher at the Research Unit of Governance, Competitiveness and Public Policy (GOVCOPP) of University of Aveiro. Her main research interests are relationship marketing, behaviour consumer, digital marketing and corporate social responsibility. She has published in several national and international journals.

**Ed Forrest** is Professor of Marketing and Chair of the Department of Management & Marketing in the College of Business & Public Policy at the University of Alaska Anchorage. Dr. Forrest graduated from the University of Wisconsin, served on the faculty at Florida State University and Griffith University- Queensland, Australia, where he was Head of School- Marketing (1997-2000). He has edited & authored the books - Interactive Marketing-The Future Present; CyberMarketing-Your On-line Consultants; Internet Marketing Intelligence: Research Tools, Techniques & Resources; and The New York Times-Guide to Marketing; Internet Marketing Intelligence: Resources & Techniques.” His most recent publications on emerging technologies impact on Marketing include: “Additive Digital Manufacturing: A Paradigm Shift in the Production Process and Its Socio-economic Impacts,” in Engineering Management Research, November, 2013; “Mobile Rising: Mobile “Marketing & the Imminent Predominance of the Smartphone,” in E-Marketing in Developed and Developing Countries: Emerging Practices (Publisher: IGI Global, April, 2013).

**Anka Gorgiev** is investigating to what extend neuroscience and behavioral sciences are affecting marketing and its practice. As a practitioner, she worked in marketing communications agency, consulting some of the major brands. She also served as a brand manager for three leading daily newspapers in Serbia. Anka obtained her BA degree in Business Studies (Marketing) and her MA degree in Marketing, Advertising and Public Relations, both from the University of Sheffield. In 2013, Anka started her research as a full-time PhD Candidate in Neuromarketing under the Doctoral Program offered by the University of Sheffield and South East European Research Center.

**Giuseppe Granata** Graduated in Economics and Ph.D. in Business Management, later he attended a Master science in Business Management at the Business School of Rome. Through his studies in the field of Marketing and, in particular, marketing and communications, has been started active collaboration with organizations and companies both nationally and internationally. Professor of business management, marketing and communications, has been in charge “Business Communication” at the University of Cassino and Southern Lazio – Department of Economics and Law. Lecturer in marketing at the Master science in Marketing and Retail Management. Visiting professor in business management at University of Paris-Est Creteil (Upec) – Faculty of Economics and at the University of Malta. A member editor and reviewer for some journals. There are several publications in the field of management and marketing.

**Goetz Greve** has been a professor of Marketing at the Hamburg School of Business Administration, Germany, since 2007, and serves as Vice-President of Research & International Affairs. He holds a diploma and a PhD in Business Administration from Christian-Albrechts-University, Kiel, Germany. In his research, Professor Greve focuses on the areas of customer relationship management, sales management, and online marketing. In particular, he explores the fundamental drivers of CRM performance.
His research findings have been published in international and German journals such as the International Journal of Research in Marketing and Marketing Review, St. Gallen. Prof. Greve has published three books in the field of CRM, customer management, and online targeting. He is on the editorial board of the International Journal of Marketing Studies and serves as an ad-hoc reviewer for other journals, such as the European Journal of Marketing and the Journal of Marketing Theory and Practice. Before returning to academia, Goetz Greve worked as a strategy consultant for Accenture and OC&C Strategy Consultants from 2001 to 2007. He conducted marketing strategy and CRM implementation management projects for numerous clients, particularly in financial services, consumer, and media industries.

**Nicholas Grigoriou** has over 20 years of academic and practical marketing and international marketing experience in the banking, furniture, petroleum and education industries. He was awarded a doctorate degree in philosophy from Swinburne University in 2013. His Ph.D. research investigated how packaged food and beverage exporters make product customisation and standardisation decisions for export to China. His research interests are in new product development and branding. He is on the editorial review board of the International Journal of Business in Emerging Markets. His research has been published at the ANZMAC conference, the Academy of Marketing Science and the World Marketing Congress. In 2004 he published a book titled International Marketing: A Practical Approach for McGraw Hill. In 2014 he adapted Dawn Iacobucci’s Marketing Management for the Asian market. The book is published by Cengage Learning (Singapore) and is titled: Marketing Management in Asia.

**Bogdan Hoanca**, Ph.D., is Professor of Management Information Systems and Director of Graduate Programs at the University of Alaska Anchorage, where he has been teaching since 2002. Before that, he co-founded, developed and sold a start-up that manufactures technology for increasing bandwidth on optical fiber communication links. His current research is on information security, with a particular focus on authentication using eye tracking technologies. He is a co-inventor on three US patents (with a fourth one pending) and has published more than 70 papers, book chapters and case studies. Prof. Hoanca has a Ph.D. in Electrical Engineering from the University of Southern California, a MS from Syracuse University also in Electrical Engineering, and an Electronic Engineering degree from the Polytechnic Institute of Bucharest, in Romania.

**Antonios Kaniadakis** is a Lecturer in Information Technology Management at Queen Mary University of London, School of Electronic Engineering and Computer Science. He was trained as a Sociologist in Greece and Canada and he received a PhD in Science, Technology & Innovation Studies from the University of Edinburgh. His research focuses on social and economic aspects of information systems innovation, predominantly in the area of finance. He is an experienced ethnographer and has held research and teaching posts at the London School of Economics and Political Science, The Open University and the University of Edinburgh.

**Christos Karpasitis** obtained his Multimedia and Digital Entertainment Bachelors of Science (BSc) in 2010 from Northumbria University, UK. Additionally, he holds a Master’s of Science (MSc) in E-Business and Information Systems from Newcastle University, UK, with a specialization in Internet Marketing. In 2011, as part of his MSc thesis, Christos worked as an E-Marketing Consultant and Developer for Crane Automation & Industrial Suppliers Pty Ltd which is based in Sydney, Australia. In 2012 he worked as an E-Marketing Executive and Multimedia Developer in Eyelevel Cyprus, where
About the Contributors

his main areas of activity were Content Development, Web Design, Internet Marketing Consultation and Online Marketing Campaign Development. Currently he holds the position of Special Scientist at UCLan Cyprus and at the Department of Communication and Internet Studies at Cyprus University of Technology, where he teaches modules including Interactive Applications, Content Creation, Collective Intelligence, Radio Production, Digital Radio and Information and Knowledge Management. In his free time, Christos produces Digital Music and collaborates with a number of well known Electronic Music Labels from around the globe. He is now a PhD Research Scholar in the field of Multimedia and Internet Marketing. His PhD research focuses on Viral Marketing and Online Word of Mouth (WOM).

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 the International Association of Engineers (IAENG), the International Association of Engineers and Scientists (IAEST), the International Economics Development and Research Center (IEDRC), the International Association of Computer Science and Information Technology (IACSIT), the International Foundation for Research and Development (IFRD), and the 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.

Anastasia Mariussen (PhD) is an Associate Professor at the Oslo School of Management, where she leads the Bachelor programme in Services Management, as well as a number of modules such as digital media and marketing. Anastasia joined the Oslo School of Management after completing her PhD in Affiliate Marketing Performance Measurement at Oxford Brookes University, UK. Anastasia’s research interests include digital marketing, affiliate networking, mobile marketing, online distribution, performance measurement and employment of ITC and social media in services.

Mikhail Ion Melnik is an associate professor of economics at Southern Polytechnic State University in Marietta, Georgia, USA. His research areas include online auctions and public finance. His academic research has been published in a number of leading economics journals including The Journal of Industrial Economics, The National Tax Journal, The Southern Economic Journal, The Manchester School Journal, and many others. His research has been featured on Forbes.com, by the American Enterprise Institute, Bloomberg Radio, CNBC, and other outlets. Dr. Melnik is a member of the Bloomberg Survey of economists. He is also the author of a managerial economics text, “The Basics of Economics for a Modern Manager.”

Júlio Mendes holds a PhD in Management, with emphasis on strategy and organizational behavior. He is an Assistant Professor at the Faculty of Economics, University of Algarve and is an active board member of the PhD program in Tourism, Master programs in Marketing and Tourism Marketing. His research interests include quality of experience, marketing, consumer behavior, and branding. He is a member of the Research Centre for Spatial and Organizational Dynamics.
Mercy Mpenganjira is an Associate Professor in the Department of Marketing Management at the University of Johannesburg, South Africa. She holds a PhD in Management and a Masters of Business Administration (MBA) from University of Newcastle in Australia as well as a Bachelors’ degree (BSc) from University of Malawi. Her current research interests are in E-Marketing as well as Marketing Strategies and Buyer Behavior. She has published widely in both local and international journals with some of her work appearing in leading Journals such as Management Dynamics, International Journal of Emerging Markets, as well as Journal of Innovation and Technology Management. She has also presented some of her research findings at leading international conferences including the Academy of Marketing Science Annual Conference (USA) and the Australia and New Zealand Marketing Academy Conference (ANZMAC). She is a member of various professional bodies including the Academy of World Business Marketing and Management Development.

Tabani Ndlovu is a Fellow of the Institute of Directors (IOD) in the UK, where he also sits on the IOD Nottinghamshire & Derbyshire regional committee. He holds a PhD in Corporate Governance from Oxford Brookes University, an MBA in Corporate Social Responsibility (CSR) from the University of Nottingham, a BCom in Marketing, a PGCTHE and is a Fellow of the Higher Education Academy. He lectures in Marketing, Sustainability and Strategy at the Nottingham Business School. His research interests span sustainability, responsible business practices, corporate governance as well as marketing and internationalisation. Tabani has worked for a number of large international corporations at the senior management / director level and is a co-founder and director of a consultancy business providing sustainability strategy advice to SMEs in the UK’s East Midlands region. Outside of academia, Tabani sits on the boards of a number of East Midlands-based organisations and charities.

Kalender Özcan ATILGAN is an Assistant Professor in Business Information Management at the University of Mersin. He received his B.Sc. in industrial engineering from the University of Dokuz Eylül and his M.Sc. in MBA from the University of Dokuz Eylül. He received his Ph.D. in marketing from the University of Cukurova in 2012. His research interests focus on pricing, behavioral pricing, and dynamic pricing. Other research interests include consumer behavior, conspicuous consumption, retailing, branding and brand equity. Prior to his academic studies, Kalender also has work experience as an industrial engineer in an apparel industry. He is a member of American Marketing Association and Marketing and Marketing Researches Association in Turkey.

Giuseppe Pedeliento D.Sc. (Econ. & Bus. Adm.), is currently Post Doctoral Research Fellow in the Department of Management, Economics and Quantitative Methods at the University of Bergamo (Italy) and holds a doctorate in Marketing from the same university. Former visiting researcher and lecturer in Product and Brand Management at the Aalto School of Business (formerly Helsinki School of Economics AACSB, EQUIS, AMBA), and visiting scholar at the University of Washington Bothell, Seattle (USA), Dr. Pedeliento is member of the research staff of ELab-OPRI, the permanent research center on professional service firms of the University of Bergamo. His research include industrial marketing and branding, project marketing, multichannel retailing, consumer behavior and professional service firms.

Vanessa Ratten is an Associate Professor of Entrepreneurship and Innovation in the Department of Management, La Trobe Business School at La Trobe University, Melbourne, Australia. She teaches Entrepreneurial Business Planning, Managing Innovation in Organisations and Entrepreneurship. Dr.
Ratten has previously been on the business faculty of Duquesne University, the University of Queensland, Queensland University of Technology and Deakin University. She has won a Vice Chancellors award for community engagement with innovation and entrepreneurship programs. Dr. Ratten’s main research areas are entrepreneurship, innovation and sport.

A.M. Sakkthivel is Full Professor of Marketing and Assistant Dean for Academic and Research, Sur University College, Sur, Sultanate of Oman. He holds MBA and PhD in Business Administration (Marketing). His research interests are consumer behaviour, internet consumer behaviour, marketing information, mobile promotion response behaviour, marketing environments, leisure behaviour styles, advertising tools, retailing trends, modelling customer lifetime life, promotion, mathematical modeling (Metrics). His papers appeared in the International Journal of Mobile Communications (SSCI), the Journal of Promotion Management, the Journal of Services Research, the International Journal of Entrepreneurship and Small Business, the International Journal of Electronic Finance, the Journal of Internet Banking and Commerce, the IIMB Management Review and published a book chapter with IGI-Global, USA etc. to name a few.

Jari Salo, D.Sc. (Econ. & Bus. Adm.), is currently Professor of Marketing at the Oulu Business School (AACSB) in Finland. Salo is head of the doctoral program in marketing. Before joining Oulu Business School Dr. Salo was Professor of Marketing (non-tenured) at the Aalto School of Business (formerly Helsinki School of Economics AACSB, EQUIS, AMBA). Salo has published in Industrial Marketing Management, the International Journal of Information Management, the Journal of Business and Industrial Marketing, the Journal of Business-to-Business Marketing, and the Computers in Human Behavior and Online Information Review. He has over 140 publications. He is the founding editor-in-chief of the Journal of Digital Marketing. Dr. Salo has been active lecturer in eMBA for over 10 years and lectured in Australia and Italy. He has been working with companies such as Nokia, Outotec, Kone and Rautaruukki.

Adriane Setti holds a PhD in Management from the Faculty of Economics, University of Algarve and a master in linguistics from the Federal University of Paraná (Brazil). She teaches communication and Portuguese language in undergraduate and master courses at the Social Studies Foundation in Curitiba (Brazil). Her research interests are related with linguistics, legal language, IT communication, enterprise information systems, IT professionals and profiles.

Amon Simba works within the Division of Management at Nottingham Business School. He obtained his PhD in Entrepreneurship and Strategy from Nottingham Trent University in 2014 where he has been teaching since 2010. He teaches on a range of business management-related modules at MSc and undergraduate levels. His expertise is in the field of Entrepreneurship and Strategy. He supervises both undergraduate and post graduate students. He has interest in supervising PhD and DBA students studying entrepreneurship and strategy with a focus on born-global companies, international entrepreneurship, SMEs & MNEs. He welcomes studies that originate in both developing and developed nations. In the academic year 2013/14 he was nominated for the award of outstanding teaching administered by Nottingham Trent Student Union (NTSU). He enjoys engaging with students and values their contributions as well as the wider business environment. He has published numerous papers in internationally-recognised journals. He is an Editorial Board Member of the Journal of Small Business and Entrepreneurship (JSBE). He is also
a reviewer for the European International Business Academy. He has external links with the Swiss Hotel Management University Centre where he conducts guest lectures on research methods on yearly basis.

Dora Simões received her PhD in Informatics Engineering from the Faculty of Engineering of the University of Porto, Portugal, in 2008. She is Assistant Professor, in computer science area, at the Higher Institute of Accounting and Administration – University of Aveiro (ISCA-UA), Portugal. She is researcher at the Communication Sciences and Technologies Centre (CETAC.MEDIA) of University of Aveiro. As part of her doctoral work, she worked as an invited researcher at the Institute of Engineering and Computer Systems of Porto (INESC Porto), between 2003 and 2008, collaborating in European projects. Her current research interests include information and knowledge management, organizational information systems, relationship marketing and collaborative virtual networks. She has published in various conferences and journals, nationals and internationals.

B. Sriram received his Master’s degree in Mathematics from Annamalai University, India. Currently he is working for Sur University College, Sultanate of Oman as lecturer since 2004. He is also holding the position of Quality Assurance Officer since 2009. He has 21 years of teaching experience in Mathematics and IT courses. He has published 23 research papers in peer reviewed national and international journals and presented 12 papers in national and international conferences and symposiums. He is an active researcher in his work profile (Quality Assurance), teaching areas (Information Systems and Technology) and in specialization (Mathematics and Education).

Robert Wendelin is currently acting as Senior Advisor for Strategy and Business development for Connected Services at Scania and has formerly acted in different positions at the Volvo Group where he acted as a mentor and developed strategies for Service Management and Telematics. Robert formerly acted as the Executive Director of CERS, Centre for Relationship Marketing and Service Management at Hanken School of Economics in Helsinki, Finland. CERS is the leading international research and knowledge centre in its field. He has also been acting as a Senior Advisor and Board Member regarding strategy, services, marketing and Total Business Solutions in several global and local companies. He earned his Ph.D. from Hanken in 2004 and has combined research and consulting in strategy, services and marketing for 15 years and consulted international firms like Volvo Trucks, ABB, KONE, and Nokia. He has also been an active lecturer for strategy and sales in international MBA programs.