About the Contributors

Angelo A. Camillo, PhD, is Associate Professor of Strategic Management at Woodbury University in Burbank California, USA. He has over 35 years of international hospitality industry management experience and has worked and lived in ten countries and four continents. He holds a degree from Heidelberg Hotel Management School Germany, a MBA from San Francisco State University, and a PhD from Oklahoma State University. He teaches courses in Strategic Management, Global Enterprise Management, Business Ethics, Organizational Behavior, and special topics in Hospitality Entrepreneurship and Business Development. He is also hospitality business consultant to major international corporations.

* * *

Raphaël K. Akamavi (PhD, The University of Leeds) is a Lecturer in Marketing at The Hull University Business School, The University of Hull, UK. His research interests include product / service innovation with co-creation/co-production, service quality with customer experience, customer relationship management, social capital, and organizational performance. Various refereed papers have been published in a wide range of national and international peer-reviewed outlets (e.g. European Journal of Marketing, Journal of Services Marketing, International Journal of Business Studies, Journal of Financial Services Marketing, Tourism Management etc). His research has achieved award recognition: Award for Best Paper at the 6th International Services Management Conference in Cyprus 2013.

Francesco Maria Barbini, Ph.D., is assistant professor of organizational behavior at the Department of Management of the University of Bologna, where he teaches organization theory, organization of tourism enterprises, and human resource management in tourism enterprises. He participates in the research activities of the Center for Advanced Studies on Tourism of the University of Bologna. His main research interests are related to the subjects of organizational change, disaster management, and organization in tourism and cultural heritage industry.

Jennifer R. Calhoun, over the past 20 years Jennifer has held various operational and academic positions in the hospitality industry and is also an academic and corporate educator working with a wide range of clients in hospitality including individual properties, brands, management companies and associations. She is currently a PhD Candidate in the Department of Nutrition, Dietetics, and Hospitality Management at Auburn University. Her area of research interests is the sustainable relationships among employers, employees and customers in the hospitality and tourism industry. She is especially interested in the influence of human resource practices on hospitality workers overall success and the
influences of processional development initiatives on the hospitality workforce as a means of obtaining a sustained competitive advantage. Among her recognition and awards are: In 2014 she was awarded the Graduate Teaching Assistant Program (GTAP) Fellowship; 2013, awarded the President’s Graduate Opportunity Program Fellowship and the Lee and Bob Cannon Endowment for Scholarship in Nutrition and the NDHM: Competitive Graduate Research Fellowship. In 2012, she was awarded the AH&LEF Graduate Scholarship and the Anamerle Arant Memorial Scholarship. In 2010, she received “The Lamp of Knowledge Award for United States Educator” from the American Hotel and Lodging Educational Institute (AH&LEI). Jennifer is also the former Director of the Hospitality and Tourism Institute at a community college and former Director of Seminar Programs at AH&LA Educational Institute. She travels extensively to pursue a variety of professional enrichment and industry/academic liaison activities. She holds various professional certifications including the Certified Hospitality Educator (CHE), and is a Master Instructor for this certification as well as a certified facilitator in “Skills for an Empowered Workforce” by Development Dimensions International (DDI). She is also a consultant with AH&LEI on USAID international projects to build capacity, partnerships, and to improve tourism and hospitality education within organizations and destinations. Projects have included counties such as Grenada, Armenia, Albania and Serbia. Her research has been published in the Journal of Human Resources in Hospitality & Tourism and a book chapter under review with IGI Global. She serves on various industry and professional associations that include a former member of the Nomination Committee for the International Council for Hotels, Restaurants and Institutional Educators (ICHRIE) and currently serves on the ICHRIE Strategic Planning Committee, the Industry Committee, and the Professional Development Committee, as well as, a member of the Alabama Hotel Association, and a Founding Member of Hospitality Educators: www.hospitalityeducators.com. A member of the National Association for Female Executives (NAFE) and a member of the Eta Sigma Delta, Gamma Sigma Delta, Kappa Omicron Nu, and HonorSociety.org.

**Frances Cassidy** is a lecturer in tourism and marketing and has extensive research in the area of small island tourism in developing countries. Frances has given presentations on the travel and tourism industry to visiting international travel agents. She has travelled extensively and is a CTM and member of AFTA, PATA and QTIC.

**Gina Fe G. Causin** has more than 20 years of experience in meeting and event operation and hospitality education. She has taught in Introduction to the Event Industry, Advanced Event Operations, Special Events/Convention Sales, Introduction to Lodging, Advanced Lodging Operations, Housekeeping, Facilities and Design and other hospitality and tourism courses. She has published in the Journal of Family and Consumer Sciences, International Journal of Contemporary Hospitality Management, International Journal of Hospitality Management, and Electronic Journal of Hospitality Legal, Safety and Security Research. Her research interests are sustainability of cultural festivals using the triple bottom line approach, expatriation, culture and socialization, green meetings, events and lodging.

**Sumesh S. Dadwal** is a Senior Lecturer and Programme Leader (MBA), University of Glyndwr, London Campus, London, UK. Dr Dadwal has 15-years of experience in business academic research, teaching, e-Learning, quality assurances and in a wide range of business, tourism and Healthcare subjects. He is actively engaged in postgraduate and PhD research supervision. His core areas include International
Marketing & Globalisation, contemporary and technological trends in the marketing, Strategic & technological innovation Management. Besides this, he is also a freelance consultant (business analysis) for emerging markets and also a Member of Advisory and Editorial Board of Academics at some journals of repute.

Fred DeMicco is Professor and ARAMARK Endowed Chair in the Department of Hotel, Restaurant and Institutional Management at the University of Delaware. Formerly, he was Associate Director in the School of Hotel, Restaurant and Recreation Management at Penn State University, where he was Professor-in-Charge of the HRIM undergraduate program (and the Master of Science and PhD graduate program for five years), and presently is a Conti Distinguished Professor at the Pennsylvania State University’s School of Hotel, Restaurant and Recreation Management. He has worked in Healthcare at the Massachusetts General Hospital, Boston and at Walt Disney World in hotel and restaurant management. Dr. DeMicco’s scholarly interests are in; International Strategic Management, Medical Tourism, Wine & Beverage Management and Innovation. He has worked on projects with ARAMARK at four Summer Olympic Games (living in Atlanta, Australia, Athens and Beijing) and has taught and lead dozens of Study@Sea cruise ship management courses around the world. Since 2007, Dr. DeMicco has been supported and is working with the Foundation of the Bank of Volterra to open a new campus in the center of Tuscany for business management and students in the Arts & Sciences. He completed his Ph.D. in Hotel, Restaurant and Institutional Management at Virginia Polytechnic Institute and State University under the direction of Dr. Michael D. Olsen. In 1996, he worked in Hotel Management at Walt Disney World, Florida. Dr. DeMicco also obtained his Ducktorate Degree from Disney University. Dr. DeMicco also served as the Chief Dietitian and Associate Director of Dining and Technology responsible for all menu planning, technology and nutrition in the Virginia Tech Dining Services for five years. He has also been employed by Aramark, Marriott Vacation Club International and several healthcare operations including assisted living facilities. He has authored or co-authored nearly 100 refereed articles in the area of hospitality management and he has co-authored several books including Restaurant Management: A Best Practices Approach with Kendall-Hunt Publishers (2015) and Hospitality 2015: The Future of Hospitality & Travel (2010) with the Educational Institute of the American Hotel and Lodging Association. Dr. DeMicco is on the Editorial Advisory Board of the Journal of Hospitality & Tourism Research and several other notable research journals.

Loredana Di Pietro, PhD, is an Assistant Professor of Organizational Studies in the department of Human and Social Sciences, University of Molise. She teaches courses in Event Management, Business Organization, and Organizational Behavior. She has been involved in researching the organizational consumer behavior, business organization, team-based organization and, organizational conflict resolution.

Francesca Di Virgilio, PhD, is Assistant Professor of Organizational Studies in the Department of Economics, Management, Society and Institutions at the University of Molise, Italy. She received her Ph.D. degree in Organization, Technology and Development of Human Resources from the University of Molise, Italy. She was Visiting Researcher at Research Center of Industrial Relations & Organizational Behavior (IROB), Warwick Business School, Warwick, UK. She has been teaching courses at undergraduate and graduate levels including international master programs in several universities on topics such as organization design, organizational behavior, knowledge management and human re-
sources management. She has taught in some of the national Public Administration involved in tailored training program on topics such as job design and organizational analysis, leadership, team building and organizational change. Over the years the results of her research activities have been enriched with the collaboration of peers both nationally and internationally with research articles and publications. She has presented research papers at international conferences: Athens Institute for Education and Research, Athens, Greece, Universidad de Malaga, EIASM (European Institute for Advanced Studies in Management, Belgium), Excellence in Services: Paisley Scotland (United Kingdom), Research School SOM -University of Groningen (NETHERLANDS), Universit de Biarritz, (Francia), Universit du Sud Toulon-Var (Francia), Universit de Toulouse (Francia). She received a prestigious national award, Roberto Marrama - In search of Research Talent. She is Editor for the International Journal of Digital Content Technology and its Applications, Editor and reviewer for the Journal of Computer Science, Technology and Application. Her research interests and publications focus on human knowledge management, groups’ knowledge, social network, e-wom, groups’ dynamic, conflict and job stress.

**Alecia C. Douglas** is currently an associate professor at Auburn University in Auburn, Alabama who has served the Hotel and Restaurant Management Program since August 2008. She earned her Ph.D. in Hospitality and Tourism Management from Purdue University in December 2008 and her MSc. in Hospitality Information Technology Management from the University of Delaware in May 2004. Her teaching responsibilities at Auburn University include both undergraduate and graduate core and elective courses. Over the last decade, she has numerous research manuscripts published in some of the top hospitality and tourism journals and refereed papers presented at national and international research conferences. Alecia has a strong record of scholarly achievements in academic research with over 40 journal publications and conference proceedings that have garnered more than 700 citations per Google Scholar Citation Index. She has amassed a culturally diverse work experience in a variety of hotel and restaurant positions in the Caribbean, North America, and Europe.

**Mario Filadoro** (Programme Officer, CSEND) graduated in International Relations from the San Andres University in Argentina. He also has an MA in International Relations and Negotiations from the Latin American Faculty of Social Sciences in Argentina (FLACSO) and an MA in EU International Relations and Diplomacy from the College of Europe in Belgium. Before joining CSEND, he was at the World Trade Organization where he was involved in the development and delivery of online courses on topics related to the multilateral trade system for government officials from least developed and developing countries. Mr. Filadoro’s main topics of interest are: trade agreements, EU & Latin America, regionalism and multilateralism, sustainability and tourism.

**Andri Georgiadou** is a Lecturer in Human Resource Management at Hertfordshire Business School. She has completed her Doctorate in managing cultural diversity in Cyprus at London Metropolitan University. Andri’s research interests span areas of human resource management including equality and diversity, international HRM and cross-cultural management.

**Irene Gil-Saura** is a full professor in marketing and chair holder in the Marketing Department at the University of Valencia. Her investigation is focused on services marketing, consumer behavior, and retailing. Her articles have appeared in many journals, such as: Tourism Management, Industrial Mar-

Hanafi Hamzah has 17 years of industrial experience with international airlines and private university. Hanafi graduated with specialization in Tourism and Hospitality Management and is currently pursuing a PhD. from Universiti Putra Malaysia and one of the panels for the Malaysian Qualification Agency in Tourism and Hospitality programme.

Rahmat Hashim is an Associate Professor in the Department of Culinary Arts and Gastronomy at the Faculty of Hotel & Tourism Management, Universiti Teknologi MARA Malaysia. He earned his PhD (Food and Leisure) at Sheffield Hallam University. His research interests cover a range of topics in competence management and cognitive skills.

Svetlana Holt, Ed. D., has been teaching Management, Leadership, Organizational Behavior, and Strategy undergraduate and graduate courses at Woodbury University School of Business since 2004. Before joining Woodbury community of educators, Svetlana Holt worked as an editor/producer of European business publications, a Russian/English court interpreter, a quality controller for movie editing companies, a store manager for a retail coffee company, a sales manager for industrial chemicals distributor, an office manager for a health center, a service director at LAXCS for United Airlines, and a writing lab supervisor at Los Angeles Community College District. She has fifteen years’ experience in corporate training for performance improvement, quality control, small business administration, database management, student support, and new curricula design and evaluation. Dr. Holt is a registered practitioner for Yale’s Mayer-Salovey-Caruso emotional intelligence model of organizational development. Her research and publications topics include empathy in leadership, leadership in multicultural settings, emotional intelligence as it relates to organizational performance, international marketing and entrepreneurship, leading the millennial generation, and academic achievement in higher education. Dr. Holt holds a Bachelor’s degree in Germanic Philology, TESL and Interpreting from State University of St. Petersburg, Russia, a Master’s degree in Business Administration from Woodbury University, a Doctorate in Organizational Leadership from Pepperdine University, and a Post-doctoral Certification in Management and Marketing from Tulane University. She is a member of Delta Mu Delta National Honor Society in Business Administration, member of Phi Delta Kappa International Honor Society for Educators, and a member of the International Society for Performance Improvement.

Margee Hume is a Professor in the School of Business and Law at the University of Central Queensland. She researches in innovation in health, professional services, process mapping and service innovation. She has extensive skills in business operations/marketing strategy, interactive technology and strategic marketing. She has an impressive and extensive list of publications in prestigious journals and outlets. Her teaching interest includes service strategy, innovation and digital technology in particular healthcare interactive/digital technology. She specialises in novel methods including application of operations management techniques in a services paradigm.
About the Contributors

Chryso Iasonos studied Economics at the University of Cyprus and Marketing Management at the Cyprus Institute of Marketing. She has continued her professional studies doing the ACCA and completing the MBA from London South Bank University. She has worked in several Audit Firms as a Chartered Accountant and is currently working as a Golf Membership and Marketing Executive at Aphrodite Hills Resort, Cyprus.

Sunny (Seonhee) Jeong is Assistant Professor of Business, Ph.D. in Recreation, Sport and Tourism at the University of Illinois at Urbana-Champaign. Dr. Sunny Jeong joined the faculty at the Business Department of the Wittenberg University in 2012. Before Wittenberg, she worked at the business college at the University of Illinois at Urbana-Champaign. She received her Ph.D. and M.S. (Library Information Science) from the University of Illinois at Urbana-Champaign. Her teaching area is International Business, Business in East Asia, and Global Social Entrepreneurship. Her research interests are social and spiritual capital in management and in international business. She has consulted small-medium companies of USA, Korea, and China. She also advises new social venture development (L3C, 501(C)3 corporation).

Shahrim Karim is an Associate Professor and Head of Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia. His research interests include food and culture, culinary tourism, food habits, and consumer behavior. He has more than 20 years of experience in culinary arts and the hospitality industry. In addition, he travels to promote Malaysia's Heritage food to the world. Shahrim enjoys gardening and writing everything about food.

Marcus Raphael Lee graduated in International Relations and History from Boston University and also has a Masters of Business Administration – Hospitality and Tourism from The George Washington University. Marcus was a research assistant at CSEND in 2013. Before joining CSEND, he worked at Four Seasons Hotel in Washington D.C. as Food and Beverage Coordinator/Host.

Quee-Ling Leong has a M.Sc. in Food Management from the Universiti Putra Malaysia. Currently, she is pursuing her Doctoral Degree in the area of gastronomic culture and tourism. Her research interests revolves around gastronomy, heritage food, tourism, tourist’s behavior and destination marketing.

Mengyu Li is going to attend University of Delaware (UD) as a graduate student majoring in Information System & Technology Management in the fall, 2015. She will also be working as a Graduate Assistant to provide any technical support and customer service to faculty members on campus. Mengyu served the St. Regis Monarch Beach Resort & Spa as Human Resources Administrative Assistant for one year. She received Honors Bachelor’s Degree from the Hotel, Restaurant and Institutional Management program at UD in Spring 2014. She had worked and been trained at several other hospitality entities, including the St. Regis Aspen, Borgata Water Club, Courtyard Marriott at UD, and Vita Nova restaurant. In addition, Mengyu has passion for community services. She volunteered at Christiana Care Health as their Guest Service Concierge. She embraced the spirit of hospitality and the strong culture at Christiana Care. She was inspired to observe and exercise the best experience practices in bring hospitality to hospitals, or “H2H.”
Yingying Liao is an Assistant Professor of Quality Management at Hamdan Bin Mohammed Smart University in UAE. Prior to her current appointment, she worked at the International Business School Suzhou (IBSS), Xi’an Jiaotong-Liverpool University, China. Her research interest including service quality, the dynamics of Chinese cultural values and service quality dimensions of hospitality industry, and managing human resources in services. She published papers in TQM & Business Excellence, International Journal of Production Research, European Business Review, Journal of Business Ethics and Service Industries Journal and presented papers in several national and international conferences.

Ingrid Y. Lin is an Associate Professor of the School of Travel Industry Management at University of Hawai‘i at Mānoa. Her area of expertise includes services/hospitality marketing. Her research interests fall within areas of services marketing, consumer behavior, Human Resources Management, and Hotel/Resort and Spa Management. Research topics studied include servicescapes, customer switching behavior, cross-cultural studies, restaurant tipping systems, inter-cultural service encounter, and luxury spa experience. She has published in Journal of Services Marketing, Journal of Hospitality and Tourism Research, International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, and Journal of Hospitality Marketing and Management. She received her Ph.D. in hotel, restaurant, and institutional management from Pennsylvania State University; Master of Science in hospitality industry studies from New York University; and Bachelor of Science in hospitality administration from Boston University. She has academic/teaching experience both in the U.S. (Saint Xavier University in Chicago, IL; Penn State University in State College, PA) and in Taiwan (Tunghai University and Providence University in Taichung, Taiwan).

Patricia Martinez is a PhD candidate at the University of Cantabria (Spain). Her current research interests include corporate social responsibility, consumer behavior and corporate marketing. Her research focuses on theoretical and empirical studies in the tourism sector. Patricia’s works have been published in journals of international impact such as International Journal of Hospitality Management, Journal of Business Ethics, Journal of Travel and Tourism Marketing and Service Business. She is also author of two chapters in several collective works and one book. She regularly participates in prestigious international and national conferences, such as those organized by EMAC, AEMARK and ACEDE.

Mazalan Mifli is Senior Lecturer in Hotel Management Programme in the Faculty of Business, Economics and Accountancy at Universiti Malaysia Sabah in Kota Kinabalu, Sabah, Malaysia. After seven years’ experience in the hospitality industry locally and abroad, he joined the academic field as a tutor. Having graduated with a Master’s Degree from the University of Surrey, his specialist interest is in menu development in the food service industry. Currently, both his Ph.D. thesis and recent publications have focused on new menu development in the chain restaurants, particularly in relation to the adoption of strategic product innovation orientation along with market orientation in a mature consumer food service market.
About the Contributors

**Hrisa Mitreva** is a Business Travel Consultant in BCD Travel, Kingston upon Hull office. Prior to this position she has worked as Event Manager in Paracyn Ltd, Bulgaria and Operational Manager in Ely Express Ltd, Bulgaria. She holds Cambridge International Diploma in Travel and Tourism, IATA/UFTAA Stepping into Management Diploma, IATA/UFTAA Level Consultant Diploma, IATA/UFTAA foundation and & EBT course diploma, IATA/UFTAA Agent-GDS Amadeus certificate. She finished her bachelor degree at the Hull University Business School. Her research interest focuses on business travel and airline industry alliances.

**Alejandro Mollá-Descals** is a full professor in marketing and chair holder in the Marketing Department at the University of Valencia. His investigation is focused on retail distribution and consumer behavior. His articles have been published in many journals, such as Management Decision, The Service Industries Journal, Journal of Relationship Marketing, Decision Support Systems, Journal of Product & Brand Management, The International Review of Retail, Distribution and Consumer Research, etc. He has had conferences papers in the Annual Conference at the European Marketing Academy – EMAC, Conference of the European Association for Education and Research in the Commercial Distribution (EAERCD), International Marketing Trends Conference, and so on.

**Dirisa Mulindwa** is a Senior lecturer at the University of Sunderland, at the University’s London Campus, UK. His research centers on the use of new technologies in tourism and hospitality, particularly how the ROI of these technologies can be evaluated. His doctoral studies focused on the issues of participation, Poverty alleviation and local development using community tourism as the engine for development. Currently, he is teaching on a number of modules including etourism and Hospitality management Studies.

**Vipin Nadda** is a competent, conscientious, reliable and motivated academic professional driven with well organized team spirit and goal oriented approach. He is currently serving as Programme Manager (Postgraduate-Tourism & Hospitality) with University of Sunderland, London Campus. A science graduate with MBA (Marketing), MTA (Tourism) and PhD, he has more than fifteen years of Experience in academics and Industry. Besides this, he has also published two books and presented papers in various international seminars and Global conferences. Dr. Nadda also freelances as ‘Education development consultant’ for Global Examination Board, University of East London, and ‘Associate lecturer’ with the Glyndwr University/BPP University/ Anglia Ruskin University, Director of studies for PhD with Cardiff Metropolitan University UK, as ‘Member of Academic Council’ and Chief Examiner for Confederation of Tourism and Hospitality (CTH), London. As an experienced academician, he has been Lecturing a variety of courses ranging from Marketing, HR in ‘Business and Management’ to ‘International Tourism and Hospitality Management’ in the UK as well as overseas. With a wide range of industry experience, he has served as ‘Product development Manager in the ‘Tourism Industry’ and ‘Marketing Manager’ in the ‘Pharmaceutical industry’ developing tour packages for domestic as well as International customers alongwith the formulation and implementation of business development and marketing strategies overseas. As a consultant to the industry, he was actively involved in the employee’s recruitment, development and delivery of training programmes for many companies.
Charito G. Ngwenya was the Dean Emeriti of the School of Business Administration of San Isidro College in Malaybalay, Philippines. She has a Bachelor of Science in Business Management from Xavier University, Cagayan de Oro, Philippines and a Graduate degree, MBA School from Cagayan de Oro, Philippines. Currently, she is the COO of BE Meeting Services.

Ornella Papaluca is a Research Fellow at the University of Naples Federico II. She received a PhD in Tourism Management in 2011, defending a thesis on La relazione tra Coordinamento e Sistema di Risorsne nei prodotti di turismo sostenibile: uno studio attraverso il: Multiple Case Study (The relationship between coordination and resources in sustainable tourism products: a multiple case study). Ornella Papaluca’s main research topics are: Resource-Based Theory, Stakeholder Management Theory, Sustainable Development and Sustainable Tourism, Tourism Management, Social Enterprises, Social Innovation and Social Network Analysis. She is a member of Sistur (Società Italiana di Scienze del Turismo). She has published several chapters in books and has presented several papers in national and international congresses and conferences. She got an award as Best Paper from Young Researchers in the XXXIII Convegno AIDEA. Some of her papers have been published as chapters in books or they have been selected for being published in a selection of conference proceedings.

Angelo Presenza, PhD, (University “G. D’Annunzio” of Chieti-Pescara) is Assistant Professor of Business Organization and Tourism Management. He holds a PhD in Organization studies and a Master in Tourism Management. His main research areas of interest are Destination Governance and Management, Event management, Gastronomy and Food, Innovation, and Entrepreneurship. Some of his main recent articles are Presenza et al. (2014), Stakeholder e-involvement and participatory tourism planning: analysis of an Italian case study, International Journal of Knowledge-Based Development, 5(3), 311-328; Presenza and Del Chiappa (2013), Entrepreneurial strategies in leveraging food as a tourist resource: a cross-regional analysis in Italy, Journal of Heritage Tourism, 8(2-3), 182-192; Presenza and Sheehan (2013), Planning tourism through sporting events, International Journal of Event and Festival Management, 4(2), 125-139.

Manuela Presutti is an Associate Professor of Management at the Department of Management of Bologna. In 2003, she took a Ph.D in General Management at the University of Bologna – Rimini branch, where she teaches Management of Tourism and Tourism Management. From 2005 to 2010 she was an Assistant Professor at the Department of Management of Bologna. She participates in the research activities of the Advanced School of Tourism Sciences - Rimini Campus of the University of Bologna. Manuela Presutti’s main research activity was originally focused on small firms and internationalisation process. During the last years, her research interests have included the analysis of social networks, entrepreneurship, and tourism management.

Ignacio Rodriguez del Bosque is Professor of Marketing at the University of Cantabria (Spain). His areas of research include tourism, business communication, relationship marketing and distribution channels. His papers have been published in several international journals, such as Annals of Tourism Research, Tourism Management, Journal of Retailing and Consumer Services, and Industrial Marketing Management.
**About the Contributors**

**Meryem Samirkas** (Assist. Prof. Dr) was born in Mersin/Turkey in 1979. She graduated from Mersin University, Faculty of Economics and Administrative Sciences, Department of Economics in 2001. She got master degree from Mersin University, Institute of Social Sciences, Public Management, Department of Management Sciences and received her PhD degree from Mugla University, Institute of Social Sciences, Department of Economics in 2011. Between 2012 and 2013 she carried out her academic research about tourism economics and macroeconomics at Surrey University in Tourism Management in the Faculty of Business, Economics and Law in the UK. Meryem Samirkas is still serving as an Assist Prof. in Department of Economics in the Faculty of Economics and Administrative Science in Yuzuncu Yil University.

**Mustafa Can Samirkas** (Lecturer) was born in Mersin/Turkey in 1984. He graduated from Çukurova University, Faculty of Economics and Administrative Sciences, Department of Business Administrative in 2006. He got Business Administrative Sciences master degree from Çukurova University, Institute of Social Sciences and is studying for a PhD on finance, at Çukurova University. He worked at a Participation Bank between 2007-2010 in Turkey as a financial analyst. His research interests focus on banking, financial management, financial analysing and international finance. Mustafa Can Samirkas is still serving as a lecturer at Department of Finance, Banking and Insurance in Erdemli Vocational School in Mersin University.

**Raymond Saner** is Titular Professor in International Relations and International Management (University of Basle) where he teaches negotiations and dispute settlement at WTO. He also teaches at Sciences Po, Paris in the Master of Public Affairs programme (in partnership with LSE and SIPA-Columbia University) and teaches negotiations in a multi-stakeholder context at the Centre for Sustainability (CSM), Leuphana University in Lüneburg, Germany. He is the co-founder of CSEND, a Geneva based NGRDO (non-governmental research and development organisation (since 1993) and the director of CSEND’s Diplomacy Dialogue branch. His research and consulting focuses on conflict studies and international negotiations at bilateral, plurilateral and multilateral levels in the field of trade (WTO), employment and poverty reduction (ILO, PRSP), trade and development (WTO, UNCTAD, EIF), human and social capital development in the educational sector (GATS/ES/WTO and OECD) and trade, investment and climate change (UNCTAD). Raymond Saner pioneered the field of business diplomacy and contributes to the study of multi-stakeholder diplomacy within the field of diplomacy and teaches at Diplomatic Academies and Schools in Europe and North America. He is a reviewer of the Journal of Applied Behaviour (JABS), the Journal of Managerial Psychology, and the Public Organization Review. He has published 14 books, 17 book chapters and 42 refereed journal articles and is reviewer of the Journal of Behavioural Sciences, Public Organization Review and the Journal of Managerial Psychology.

**Maja Šerić** is an assistant professor in the Marketing Department at the University of Valencia. She received Ph.D. Degree in Marketing and her investigation is focused on integrated marketing communications, brand equity, and hospitality marketing. Her papers have been published in several journals, such as: International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Journal of Hospitality Marketing & Management, Journal of Relationship Marketing, etc. She has had conference papers in the Annual Conference at the European Marketing Academy – EMAC, Conference of the European Association for Education and Research in the Commercial Distribution (EAERCD), International Marketing Trends Conference, and so on.
**Lorn Sheehan** is Professor of Strategy and Associate Director of the School of Business Administration in the Faculty of Management at Dalhousie University. He is also cross appointed to the School of Resource and Environmental Studies in the Faculty of Management. He also holds a faculty appointment at the University Bayreuth, Germany. Lorn teaches in the areas of strategic management and tourism management. His research is related to tourism destination management, stakeholder management, and entrepreneurship. He has delivered numerous conference presentations and published numerous articles in leading peer-reviewed journals in the tourism field.

**Brent Smith** is Associate Professor of Marketing in the Erivan K. Haub School of Business at Saint Joseph’s University. His primary interests include marketing strategy, international marketing, cultural values, marketing ethics, and marketing analytics. His scholarly research appears in Psychology & Marketing, Journal of Business Ethics, Advances in International Management, Marketing Education Review, Journal of Business-to-Business Marketing, Sport Management Education Journal, and other outlets.

**Ebrahim Soltani** (PhD – University of Strathclyde, UK) is a professor of Quality Management at Hamdan Bin Mohammed Smart University (HBMSU), Dubai, United Arab Emirates (UAE). Prior to his appointment, he was a professor of Operations Management at the University of Kent Business School, UK. Ebrahim’s research has considered the management of quality in different economic sectors, factors influencing the efficacy of quality and productivity initiatives, human resources issue related to quality management, the management of supply chain and quality in an era of globalisation, and the peculiarities of management mind-set towards operations improvement initiatives. He has recently been working on an Economic and Social Research Council (ESRC)-funded research project which aims to examine ‘the dynamics of contextual forces, management’s orientations and change management practices in the banking and financial institutions’. He has written widely on managing operations improvement initiatives in a wide range of publications including: British Journal of Management, International Journal of Operations and Production Management, International Journal of Production Research, Production Planning and Control, International Journal of Human Resource Management, Journal of World Business, and Total Quality Management. Ebrahim is an academic member of the ESRC peer review college in the UK and editorial review board Member of several peer-reviewed international journals.

**Mario Tani** is a Research Fellow at the University of Naples Federico II. He received a PhD in Business administration defending a thesis on Knowledge Flows in Short Food Supply Chains in February 2010. He has taught Business Management at the University of Salerno. His main research topics are focused on Stakeholder Management, Alliances and Agreements, Innovation and Social Innovation, Social Enterprises (mostly related to Fair Trade Organizations). He uses Social Network Analysis and Structural Equations Models and has been twice at the Essex University’s Summer School on SSDA. He has published some articles in scientific journals and some chapters in book (Italian and International as well). He has attended many conferences presenting papers that have been several times selected to be published as chapters in books or in special issues of scientific journals. He has got the award of Best Paper from Young Researchers” in the XXXIII Convegno AIDEA.
About the Contributors

**Ben Tran** received his Doctor of Psychology (Psy.D) in Organizational Consulting/Organizational Psychology from California School of Professional Psychology at Alliant International University in San Francisco, California, United States of America. Dr. Tran’s research interests include domestic and expatriate recruitment, selection, retention, evaluation, & training, CSR, business and organizational ethics, organizational/international organizational behavior, knowledge management, and minorities in multinational corporations. Dr. Tran has presented articles on topics of business and management ethics, expatriate, and gender and minorities in multinational corporations at the Academy of Management, Society for the Advancement of Management, and International Standing Conference on Organizational Symbolism. Dr. Tran has also published articles and book chapters with the Social Responsibility Journal, Journal of International Trade Law and Policy, Journal of Economics, Finance and Administrative Science, Financial Management Institute of Canada, and IGI Global.

**Rubina Vieira** is a Lecturer of Tourism Management and has been lecturing at independent colleges and universities for several years. She has a degree in International Relations from Universidade de Lisboa. Rubina completed an MA in Tourism Management at the University of Westminster. She has worked as an associate lecturer for the University of Sunderland and Anglia Ruskin University and is now undertaking PhD research on ‘Tourism, Diaspora and Mobilities’ at Leeds Beckett University.

**Wei-Yuan Wang** is the Dean of Research and Development Office, and Associate Professor of Department of Business Administration at the Shih Chien University, Taiwan, R.O.C. She received her Ph.D. from the National Chengchi University, Taiwan. Her major research interests include strategies management of corporations and consumer behavior. She has published papers in prestigious journals, such as Canadian Journal of Administrative Sciences, Total Quality Management & Business Excellence, the Journal of Grey System Notice, and others.

**Yue Xu** (PhD, Crandfield School of Management) is a Lecturer in International Business and Strategy at The Hull University Business School, UK. Her research interests focus on the internationalization of different types of firms, in particular firms from the emerging market. She adopts cross disciplinary approach to explore issues regarding innovation and institutions in different sectors, especially the service sectors. She published on European Journal of Marketing, Tourism Management, etc. She has a number of working papers in progresses on the internationalisation of airline companies.

**Lichia Yiu** is President and co-founder of the Centre for Socio-Eco-Nomic Development in Geneva, Switzerland, an independent think tank with special consultative status of the UN. Her current research focuses on aid effectiveness, cross-sector alliances for socio-economic development and on human capital development. She was the originator of the policy landscape for tourism development mapping which was published in the report on “Mainstreaming Tourism Development: Policy Coherence and Complementarity” (2011). Presently she is working on the CSEND project developing a participatory monitoring and large data methodology for the implementation of the 2016-2030 UN Sustainable Development Goals. Besides policy research and consulting, she continues to give guest lecturing around the world and visiting professorships in leading Asian universities.