About the Contributors

Neeta Baporikar is a Professor in the area of Strategic Management and Entrepreneurship and is currently Professor/Director at Harold Pupkewitz Graduate School of Business (HP-GSB), Namibia. Prior to this she was Head-Scientific Research, with Ministry of Higher Education CAS-Salalah, Sultanate of Oman, Professor (Strategic Management and Entrepreneurship) at IIIT Pune and BITS India. She holds a PhD in Management, an MBA (Distinction), and a Law (Hons.) degree. With more than two and a half decades of industry, consultancy, training, research, and academic experience, she is an Accredited Management Teacher, Qualified Trainer, Doctoral Guide, External Reviewer, Oman Academic Accreditation Authority, and Board Member of Academics and Selection Committee in accredited B-Schools. At University of Pune, she supervises doctoral research students and collaborates on multidisciplinary research projects with academic/industry associates. Dr. Baporikar has traveled widely across India and abroad for professional and academic assignments. A reviewer for many international journals, she has to her credit several referred publications. An established author in the area of Entrepreneurship, Strategy, Management, and Higher Education, her books are widely read and recommended by leading universities/institutes in India and abroad. Dr. Baporikar has been honored with a D. Sc. in Management Studies by the International University of Contemporary Studies, USA in 2009 and was listed in Marquis Who’s Who in the World 2010 and onwards.

* * *

M. Reza Abdi has over 17 years of academic experience including teaching courses, research projects supervision, and consultancy in the areas of operations management, decision science and supply chain management. His specialist areas are: operations management, computer modelling and simulation, multi-criteria decision modelling for project evaluation, analytical hierarchical process (AHP), analytical network process (ANP), fuzzy logic, and systems dynamics. His current research is involved with group decision analysis, management information system; information based manufacturing, online product design and development, manufacturing quality management, system dynamics and strategic/tactical modelling with application to environment management, and linkage between operations management and information management. He has published numerous articles in high quality peer-reviewed journals and international conference proceedings and reviewed many articles submitted to prestigious journals and conferences, and acted a conference chair and a session chair for a number of international conferences. He has successfully supervised 5 Ph.D. theses in the area of quality management and six sigma, computer simulation, data mining, supply chain management and lean manufacturing.
About the Contributors

**Monica Cerdan-Chiscano**, PhD at the entrepreneurship programme at UPC. Degree in Bachelor in Business Administration (UB). Main field of interest is the research and consulting related to the areas of entrepreneurship, incubation and growth of academic spin-offs. She served as Innovation and Marketing Manager at UAB Research Park for ten years. Currently she holds the position of lecturer and researcher at the School of tourism and Hospitality Management. Sant Ignasi. Ramon Llull University. Her main areas of research interest concern business entrepreneurship. She is author of several books and articles on this research area.

**Harish C. Chandan** is Professor of Business at Argosy University, Atlanta. He was interim chair of the business program in 2011. He received President’s award for excellence in teaching in 2007, 2008 and 2009. His teaching philosophy is grounded in the learner needs and life-long learning. His research interests include research methods, leadership, marketing, and organizational behavior. He has published 20 peer-reviewed articles in business journals and five chapters in business reference books. Dr. Chandan has presented conference papers at Academy of Management, International Academy of Business and Management, Southeast Association of Information Systems, and Academy of International Business. Prior to joining Argosy, Dr. Chandan managed optical fiber and cable product qualification laboratories for Lucent Technologies, Bell Laboratories. During his career with Lucent, he had 40 technical publications, a chapter in a book and five patents.

**Raghbir Singh Chauhan** is doctoral student in Faculty of Management at National Law University Jodhpur, India. He is First Class MBA and certified by the University Grants Commission to be eligible for teaching in the Universities and Colleges of India. He is life member of Ahmedabad Management Association and GOJU-RYU NEEDUKAY World Karate Federation International. He is also member of the Editorial Advisory Board for the IGI-GLOBAL book project titled “Comparative Economic Perspectives on Europe and the MENA Region”.

**Rituparna Das** is Associate Professor and the Executive Director of the Centre of Risk Management and Derivatives and Associate Professor at National Law University Jodhpur, India. His PhD on Econometrics is preceded by dual Masters in Economics and Management. His prior academic associations include Centre for Studies in Banking and Finance (established by the Reserve Bank of India) at National Law University Jodhpur, National Institute of Bank Management (established by the Reserve Bank of India) in Pune, National University of Juridical Sciences in Kolkata and Indian Institute of Social Welfare and Business Management in Kolkata. His areas of preference and international publications include Strategies, Bank Risk Management, Financial Economics and Policy Research. He is Life Member of the Indian Statistical Institute and the Indian Econometric Society. He received the Honours of being ‘Financial Economics and Risk Educator and Author’ from Marquis Who’s Who in 2012 and ‘One of the IBC’s Leading Educators of the World’ from International Biographical Centre in 2013. His professional details may be viewed in http://in.linkedin.com/pub/rituparna-das/7/720/82/.

**Mukund V. Deshpande** is a Professor Emeritus and an advisor to small and medium industries and businesses in Pune (India). He completed his graduation in Engineering from the premier institute L.I.T. in Nagpur in 1972 and joined corporate sector to gain experience in operations as well as in research and worked there for more than two decades. Based on the products researched he developed commercial projects for them and executed consultancy assignments. His articles on CPM and PERT techniques.
useful in managing maintenance of continuous process plants, published in international journal gained large appreciation from many parts of world. Later he switched from his engineering career over to management field owing to its significant requirement in projects and completed post graduate programs in operations management and later attained a PhD in Management from University of Pune. He has written articles in technology and management, published international refereed research papers and articles in prestigious publications and also presented papers in national and international conferences. His research area is Strategy Designing and he has designed policies for the organization, operations and marketing area of few industries.

**Agnieszka Dorożyńska** is a lecturer at the Department of International Economics of the University of Lodz. So far she has managed 5 projects, co-financed by the EU. Her research work focuses, inter alia, on the export policy, FDI, international business operations, human capital and SMEs. For many years she has been collaborating with the Foundation for the Promotion of Entrepreneurship as an accredited expert of the Enterprise Europe Network centre at the FPE within the framework of the consortium Central Poland Business Support Network, co-financed with the resources of the European Commission Framework Programme (Competitiveness and Innovation Framework Programme).

**Tomasz Dorożyński**, Ph.D., is an assistant professor at Department of International Trade, Faculty of Economics and Sociology, University of Lodz (Poland). He is a member to several prestigious international organisations of researchers and experts in economics and international business, such as: European International Business Academy, European Economics and Finance Society, Réseau Européen pour l’Insertion Sociale et Professionnelle des Personnes Défavorisées, Academy of International Business Central and Eastern Europe Chapter. His research achievements include ca. 80 reviewed publications (after 2008). Two of his publications were awarded by the Rector of the University of Lodz for their research content. So far he has been involved in 7 research projects, also as project manager, 3 of them were co-financed by the EU. On top of that, he received three grants for young research workers. Results of his studies have been presented on numerous occasions to domestic and international conferences, e.g., in the UK, Sweden, Germany, France, Turkey, Spain, Greece, Denmark and Latvia. His research work focuses, inter alia, on the EU cohesion policy, efficiency of using public resources and FDI. He has been the author and expert to several EC projects under, e.g., Competitiveness and Innovation Framework Programme, Leonardo da Vinci and Grundtvig programmes. Since 2015 he has been the partnership educational project manager with the EEA / Norway Grant. He lectured abroad (Portugal, Germany, Lithuania) under the ERASMUS programme.

**Giulio Focardi** previously worked as a trainer and as a consultant, mostly in the HR field. He used to coordinate and evaluate projects, and developed several mathematical dynamic models, as a free lance or through consulting companies. He is now CEO of Ōsun Solutions, an Italian firm that deals with business development and innovation through unconventional and sustainable methods. His research and professional main topics are Social Business, Collaborative Economy and Social Economy, with particular regard to Social Innovation through Participatory Processes.
About the Contributors

Sheikh Md. Monzurul Huq graduated in Geography and Geographical Information Systems (GIS) from University of Windsor, Ontario, Canada and University of Durham, England respectively. His areas of research interest include spatial epidemiology; health, tourism and education services; GIS and Remote Sensing (RS) applications, and regional planning. Professor Huq was the Dean of the Faculty of Social Sciences at Jahangirnagar University, Dhaka, Bangladesh. He is currently the Dean of the Faculty of Law of the same university. He has published more than 40 papers in various national and international journals and edited books. He participated and presented papers in more than 50 national and international seminars and conferences. He is a Life Member of Bangladesh National Geographical Association (BNGA); Bangladesh Geographical Society (BGS); Indian Association of Social Science and Health (IASSH) and Member of Research Advisory Council (RAC), Guru Arjan Dev Institute of Development Studies, India. He visited Canada, United Kingdom, Thailand, Malaysia, Sri Lanka, Nepal, India and Pakistan.

Sheikh Mohammed Rafiul Huque obtained PhD in Business Administration and MBA in Accounting and Management System from Yokohama National University, Japan with a specialization in strategic management accounting and supply chain management. Currently, he is Associate Professor at Institute of Business Administration, Jahangirnagar University, Bangladesh. He also worked as an Assistant Professor at School of Accountancy in University Utara Malaysia. His fields of research interest include strategic cost management, supply chain management, waste management and renewable energy and rural livelihood generation. He was involved in quite a few international projects funded by international agencies and universities namely, Toyota Foundation; Ministry of Education of Malaysia; Yokohama National University, Japan; and Universiti Utara Malaysia. Dr. Huque published more than 20 papers in various national and international peer reviewed journals. He is an editorial member of some nationally and internationally reputed journals.

Ana Isabel Jimenez-Zarco, Associate Professor of Innovation and Marketing, Economics and Business Department, Universitat Oberta de Catalunya (UOC). Part-time professor at ICADE. Pontificia de Comillas University PhD in Economics and Business Sciences from the University of Castilla-la Mancha, Spain. Postdegree in Bulding Models in Ecology and Natural Resources Management from Politecnica University of Catalonia. Until 2002, she carried out her teaching and research activities in the Marketing Area of the University of Castilla la Mancha, and during short periods in East Anglia University, Brightton University (U.K) and Chapingo University (Mexico). From 2003 to 2006 she has been a co-director of the Master’s Degree Programme in Marketing and Communication Management, and from 2006 to 2012 she was served as Programme Director of the Bachelor’s Degree in Business Administration at UOC. As a researcher, her main areas of research interest concern product innovation, brand image and identity and marketing/e-learning interface. She is author of several books and articles on these areas, and serve as a reviewer and associated editor of several international journals in the marketing area.

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

Jagoda Anna Kaszowska, Ph.D. researcher in the project “Analysis of systemic risk in the EU countries after the crisis emergence” funded by the National Science Centre (Poland). She graduated at Jagiellonian University in Mathematics (Poland) and University of Alcala in Economics (Spain).

Katarzyna Kopeć, Ph.D., earned her doctoral degree from the Jagiellonian University (Poland) exploring non-state culture funding within the corporate social responsibility concept. She completed her B.A. in Culture Management at the University of Applied Science Zittau/Görlitz (Germany) and M.A. in Culture Management at the Jagiellonian University. She took part in the US State Department’s professional exchange program „International Visitor Leadership Program” (2007). She has experience in project management in NGOs as well as in teaching undergraduate and graduate courses in economics of culture, marketing, culture management, and project management. At present she is working for the Tischner European University in Krakow, Poland, where she teaches and conducts research in the areas of creative industries, bridging entrepreneurship and culture, crowdsourcing model for culture, corporate social responsibility. At the Tischner European University she holds the position of the leader of the major study program in knowledge and innovation management as well as is responsible for quality assurance at the university.

Anetta Kuna-Marszalek, Ph.D., is an assistant professor at Department of International Trade, Faculty of Economics and Sociology, University of Lodz (Poland). For last ten years, her primary research interests focus on various aspects of contemporary economics, including research on the interlinks between trade liberalization and environmental policies. She is currently working on internationalization of business activities, foreign direct investment and support instruments for exporters. She is an author and co-author of over 50 papers, chapters and articles, including the award-winning book about anti-dumping investigations as an instrument of protection. She participated in several research projects, including projects co-financed by EU. Moreover, she presented papers at international conferences and has had the pleasure to deliver lectures at several European universities, among others, in Spain, Portugal and Greece. She is a member of Polish European Community Studies Association (PESCA) since 1999.

G. T. J. Mphele is a Research Scholar under supervision of Prof. B.N. Swami.

Suja R. Nair is a B.A. (Hons.) and also holds a Masters Degree (MBA) in Business Management. Currently, she is pursuing the PhD program in Management at the Jain University, Bangalore, India. She looks after Strategic Marketing at ’Educe Micro Research, Bangalore. Prior to this she had been working as a practicing manager (with the corporate sector) and as a Management faculty at various academic institutions in Bangalore. She has also been an author with the Himalaya Publishing House,
About the Contributors

Mumbai, since 1999 and written more than 20 text books in the areas of Marketing Research, Consumer Behavior, Retail Management and Organizational Behavior for various universities in India. Her research interests’ include Marketing, Retail Management, and Entrepreneurship. Her chapter titled 'Ethics in Higher Education' in the book titled 'Handbook of Research on Higher Education in the MENA Region: Policy and Practice', IGI Global got published in 2014.

Tomás Mancha Navarro, PhD in Economics, University of Málaga. Researcher, Professor of Applied Economics and Director of the Institute for Economic and Social Analysis (IAES) University of Alcalá. Invited Professor at several Latin American Universities in Argentina, Chile, Brazil and Colombia. Expert in evaluation of public policies and regional development for international organisations (BID, European Commission) and Spanish National Authorities.

Jukka Ojasalo, Ph.D., Professor, is Head of Master’s Degree Programme at Laurea University of Applied Sciences in Espoo, Finland. He is Adjunct Professor of Professional Services Management at Aalto University, Helsinki. He has earlier been a Professor of Marketing at Lappeenranta University of Technology and the Chair of International Marketing Program. He has also been Professor of Marketing at Turku School of Economics and Business Administration and the head of Marketing Program in the Pori Unit. His research relates to service management, innovation, business models, marketing, knowledge intensive business, business networks, customer relationships, professional services, entrepreneurship, and pedagogy of higher education. He has published over 60 refereed articles in various scientific publications, such as European Journal of Innovation Management, Journal of Business & Industrial Marketing, Industrial Marketing Management, Service Industries Journal, Journal of Product and Brand Management, and Journal of Retailing and Consumer Services. Before his academic career, he worked for several years in the ICT-industry.

Katri Ojasalo, Ph.D., is Director of Master level education at Laurea University of Applied Sciences in Espoo, Finland. She is also Chair of the Finnish Service Alliance. She completed her Ph.D. at Hanken in Helsinki, Finland in 1999. Her doctoral dissertation on service productivity. Service businesses have been her research field for over 20 years, and she has published a number of journal articles and several text books and book chapters in this field. Her current research focuses on service innovation and design.

Wilson Ozuem teaches and researches communications issues in computer-mediated marketing environments (CMMEs). The results of his research have been published in scholarly journals and conference papers, including European Journal of Marketing, Interdisciplinary Journal of Economics, Business and Law. Dr Ozuem is a Senior Lecturer at the University of Gloucestershire (UK), and a Visiting Senior Lecturer at the University of Hertfordshire (UK). He currently teaches MSc and MBA courses in marketing communications, Internet marketing, research methodology, and marketing management. He is a Fellow of the Chartered Institute of Marketing (FCIM) and has worked as a marketing consultant for several companies and organizations. He received his BA in Business from the University of Portsmouth, MA Marketing Communications from University of West London, MBA from London Metropolitan University, MEd (Educational Leadership and Management) from Open University (UK), Doctorate from Anglia Ruskin University and Postgraduate Degree in Educational Research from University of Cambridge.
Shalaka Sudhir Parker completed her Ph. D. in Management from the University of Pune, Maharashtra, India in the year August, 2013. Currently, she is working with D. Y. Patil College of Engineering, Pune, India as an Associate Professor in Soft Skills.

Baktiar Rana received his PhD in Business Administration from Yokohama National University, Japan. Currently, he is Associate Professor at Institute of Business Administration, Jahangirnagar University, Bangladesh. Dr. Rana has taught both in graduate and undergraduate programs for various universities. He published academic papers in different peer reviewed journals.

Sorab Sadri is a Professor of Political Economy and Management Sciences, Director School of Humanities and Dean Faculty of Commerce and Management, JECRC University, Jaipur.

José Manuel Saiz-Alvarez. Ph.D. in Economics & Business Administration, Autonomous University of Madrid (Spain). Ph.D. in Sociology, Pontifical University of Salamanca (Spain). He has also studied in the USA at the Royal Complutense College at Harvard, and University of South Florida, University Lumière-Lyon II (France), and Tallinn University (Estonia). Academic Director for Business Administration Doctoral Studies, Nebrija University (Spain). Visiting Professor at TEC de Monterrey (Mexico), EAN University (Colombia), and the Catholic University of Santiago de Guayaquil (Ecuador). Honorary Professor, Autonomous University of Madrid (Spain). President of FIEC Institute. Member of the Latin-American Family Business Net. Co-founder of the International Center of Research on Solidarity Economy. Certificate of Recognition, Capitol House of Representatives of Puerto Rico. Diploma of Honor, Valahia University of Targoviste (Romania). Member of the Scientific Research Council, Kielce University (Poland). Member of the Editorial Board and referee of numerous national and international journals. Who’s Who in the World, from the 2011 Edition. He has given more than one hundred lectures in Europe and America, and is author of more than a hundred publications in his specialty. To date he has supervised almost 40 doctoral thesis from students from Argentina, Colombia, Spain, USA, Guatemala, Italy, Mexico and Venezuela.

Lorenza Victoria Salati’s main areas of interest are visual anthropology and the structuring of innovative use of filmmaking as a tool for community development and the construction of personal and group identity. Her experiences in Mainstream television and information channels are as camerawoman, editor, production assistant, studio assistant and assistant director for some of the main actors in the film and television industry (RAI, Mediaset, LA7, Magnolia, DeAgostini, h24). She has worked in the area of advertising and promotional videos (Il Sole 24 Ore, CISL, Samsung, Wired, Istituto Mario Negri, IOM - International Organization for Migration). As a documentary filmmaker, she made several short films related to the cinema of the real, filmed in Europe and in Africa (Burkina Faso, Mozambique, Senegal). In the meanwhile with these institutional experiences, facing up to new communication needs emerged from the opportunities offered by Web 3.0 comes the desire to investigate new forms of expression and innovative methods of storytelling, both in a technological than in a content level. The main line of research is the definition and transmission of methods and tools that can be used by individuals and organizations to build a strategy of self-representation and self-narrative for a web marketing goals. The goal is to share and spread the skills and techniques for an effective communication with a bottom
up approach, using the social networks in a social way, spreading videos, pictures and contents creating and involving a community parallel to the communities they represents into the real life. Her actual job is a theoretical and practical research aimed to find solutions to the labour market for those people who don’t want or cannot have a permanent job and decide to start an independent business. She’s interested in practical experiences of social businesses and sharing economy.

Juan Luis Santos, Researcher at Institute for Economic and Social Analysis (IAES) and assistant professor at University of Alcalá. Master in Applied Economics (Universidad Complutense de Madrid and University of Alcalá) and Master in Systems Engineering (Universidad Rey Juan Carlos).

Balwinder Singh, VSM(Retd), is B tech, M Tech, NDC, FIE, who served in the Army and now presently as a President in the Jindal Steel and Power Limited.

Ariel Soto, Economist specialist in Innovation Economics and Health Economics.

Bonu Swami, Professor in Accounting and Finance at University of Botswana, guiding PhD, MBA and undergraduate students in their research, teaching and professional service at Chartered Accountants level. Published around 92 pieces of work in International Journals, chapters in books and refereed conference proceedings.

Aniruddha Thuse is working as Assistant Professor at Anekant Institute of Management Studies, Baramati (Pune, India). He has total teaching experience of excess 10 years in MBA institutions and 3 years in corporate. He has been awarded Ph.D by University of Pune. His area of research is Organizational Management. Dr. Thuse is a core Finance faculty in management institutions and his areas of interest are Finance, Management Control, Strategic Finance, Entrepreneurship and Investments. He also has significant contribution in the field of research and around 10 research papers are published on his credit.

Joan Torrent-Sellens, Economics and Business Studies Universitat Oberta de Catalunya (UOC) PhD in the Information and Knowledge Society, Internet Interdisciplinary Institute (IN3), Universitat Oberta de Catalunya (UOC). Bachelor in Economics and Master in Applied Economics, Universitat Autònoma de Barcelona (UAB). His teaching areas at Economics and Business Studies are related with Economic and Knowledge Society (Economic Growth, productivity, competitiveness, labour markets and network firm). He is the director of the interdisciplinary research group into ICTs (i2TIC). He is the director of the UOC’s new Business School. His research field is concerned with the labour, economic, social and policy issues associated with information and communication technologies and knowledge economy and society. Specially focused on productivity and economic growth, competitiveness and development, human capital and labour markets, innovation and network firms, welfare and well-being.