About the Contributors

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**Avinash Panwar** holds a PhD in e-commerce domain and a Master’s degree in Computer Science and Applications. His interest areas in teaching and research include System Designing, application of IT for improvement of processes and public services, Social Network Analysis and electronic Word of Mouth. He has an experience of more than 14 years in various administrative and academic positions. Dr. Panwar has had international exposure through his visit to University of Nebraska, USA as a faculty representative for a 15 day exchange programme which included 40 students from five different countries. He is also strongly associated with academic fraternity by means of guest lectures, collaborative research, conferences, meetings and other academic initiatives. He has several national and international publications to his credit.

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**Tuğçe Ozansoy Çadır**c has a PhD degree on marketing and a assistant prof. of marketing at Yıldız Technical University (YTU). Her particular area of interest is electronic mediums like online social networks, particularly their impact on online consumer behavior. Other research areas in her interest include consumer theory, fashion consumption and symbolic consumption. Currently she is lecturing at YTU on the subjects of e-commerce and digital marketing, direct marketing, consumption theory and marketing research.

**Vineet Chouhan**, having PhD in Commerce, MBA-FM and UGC-NET, RPSC-SLET qualification with over 13 years of experience, 6 book (including 1 reference book) to his credit. He has published over 30 research papers and participated and presented papers in 50 conferences/ seminars with 3 FDP programs.

**Mohsen Debabi** teaches Marketing and Distribution at the Ecole Supérieure de Commerce (University of Mannouba). He is the author of several publication and conference communication. His research interests are the communication, distribution, digital marketing and consumer behavior fields.

**Gautam Deka** hails from a small town in the far-eastern state of Assam, India. He did his schooling from Army School, Jorhat, and obtained bachelor and master degree in Commerce and Management from Amity University, Noida and OP Jindal Global University, Sonipat. At present serving in Gurgaon for the last 3 years and also pursuing his doctorate degree programme at Sir Padampat Singhania University, Udaipur. His area of specialization is Marketing, and has switched over or rather experimented with Digital Marketing. He desires to improve his skills for his future professional endeavours. Besides, he has a passion for travel and exploration, which he performs on a regular basis.

**Taşkın Dirsehan** joined the Faculty of Business Administration (lectured in English) in Marmara University as a marketing research assistant in February 2011. He received his BA in Business Administration from Galatasaray University in 2009, his MA in Production Management and Marketing from Marmara University and PhD in Marketing from Istanbul University. His research and teaching interests are in the areas of sustainability, international marketing, consumer behavior, brand management and marketing research. His research has been published in various national and international journals including Boğaziçi Journal Review of Social, Economic and Administrative Studies. He has also presented his research at various conferences including National Marketing Congress and International Strategic Management Conference.

**Punita Duhan** is a Doctoral Research Fellow in marketing area at Faculty of Management Studies, Banaras Hindu University, Varanasi and is pursuing her research in the area of Social Media. She is faculty in Business Administration with Department of Training And Technical Education, Govt. of Delhi for the last 14 years. Prior to this, she has worked as Faculty of Management with University Business School, Panjab University, Chandigarh and IMT, Faridabad.

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Dhiraj Jain is an Associate Professor of Finance at SCMS Pune. He has qualified the UGC-NET, a Ph. D and an Associate Member of the Insurance Institute of India. He has worked for the industry for 13 years and has been into academics since the past 9 years. His areas of interest include Security Analysis & Portfolio Mgt., Financial Derivatives & Financial Planning. He has been a corporate trainer for Reliance Mutual Fund, Pru-ICICI, HDFC Mutual Fund and many other AMCs & broking houses for the past 8 years and has conducted more than 100 training sessions for various corporate, bankers, brokers and investors. He has also been associated with BSE for content development. He has 87 papers published in various National and International Journals. He has presented papers in various conferences of National & International repute. Two students have already completed their PhD under his guidance.

Anne-Flore Maman Larraufie, SemioConsult and ESSEC, a Military Academy Engineer and PhD, Anne-Flore Maman Larraufie founded her own consulting business SéminoConsult in 2010, whilst also pursuing academic research and teaching. SéminoConsult is focused on managing brand image and identity, thanks to semiotics, along with getting consumer insights. She is a member of the editorial boards of The Luxury Research Journal, The Journal of Consumer Marketing, and of The International Journal of Marketing Research. She is also the Academic Director of the Advanced Master in Strategy & Management of International Business at ESSEC Business School (Paris, France).

Dipin Mathur is an Associate Professor and coordinator for the Masters in Business Administration program at Advent Institute of Management, Udaipur (India). He also serves as Principal (Officiating). He holds a PhD degree in commerce, Masters in Business Administration with specialization in Human
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**Sanal Nair** is an avid writer and a researcher.

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Anurag Singh is a Faculty at Faculty of Management Studies, Banaras Hindu University, Varanasi, with fifteen years of academic and six years of research experience. He has authored one book and has to his credit thirty-five research papers in national and international journals. He is a former Assistant professor of Department of Business Administration, Assam University, Silchar.


Rym Srarfi Tabbane is an assistant lecturer of marketing in the Ecole Supérieure d’Economie Numérique (ESEN) at the University of Manouba (Tunisia). She has published research articles in conferences, posters and also teaching materials such as case studies. Her research focuses mainly on the area of Online Marketing, Online Consumer Behavior, Online information processing, Mobile marketing and online Commerce. She is actually involved in different research about the moderating role of culture and gender on the buying intention. Over the years she has taught different courses in marketing, Online Consumer Behavior, Marketing Strategy and Direct Marketing.

Luca Zanazzi graduated on November 2012 in the Master Degree of Work, Organization, Personnel Psychology & Services, University of Bologna. Currently employed as HR Specialist, he is still working as a Researcher. Currently, he’s working on some projects regarding Social Network Sites, Social Network Analysis and Text Analysis.