About the Contributors

**Sumangla Rathore** is currently working as Assistant Professor in School of Management at Sir Padampat Singhania University, Udaipur, Rajasthan, India. She holds a PhD in e-commerce domain and a Post graduate degree in Computer Applications. Dr. Rathore has been an active participant in cross-cultural international experiences involving students and academic exchange. She has several national and international publications to her credit in the field of e-commerce and Information Technology. Her research interests are in the field of e-commerce, Social media, electronic Word of Mouth, online buying behavior, technology adoption and usability evaluation.

**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 14years 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.

* * *

**Lovish Bhansali** is a student of MBA (II) majoring in Finance and is actively involved in writing papers.

**Arijit Bhattacharya** is from India and is an MBA (Marketing) with 12 years of industry experience in customer service and marketing. He shifted to academics four years back where he found his true calling. Presently, he works as an Assistant Professor in Lala Lajpatrai Institute of Management, Mumbai where he teaches subjects in marketing domain to MBA students. His teaching interests include consumer behavior, retail marketing, marketing strategy and applied marketing research. He is also pursuing PhD in Management from Narsee Monjee Institute of Management Studies, Mumbai in the field of online consumer behavior. He has published and presented papers on different aspects of e-retailing.
About the Contributors

**Tuğçe Ozansoy Çadır** 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.

**Shubham Goswami** is currently working as Assistant Professor, School of Management at Sir Padampat Singhania University, Udaipur. He holds doctoral degree in Computer Science and Masters in Business Administration. He has been involved in teaching and research for more than six years. He has also worked with Indian Institute of Management, Ahmedabad as Academic Associate in Informa-
Ayşegül Sağlıkaya Güngör has a PhD degree on marketing. 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 acceptance of technology, digital marketing methods and e-commerce. Currently she is lecturing in various universities on the subjects of e-commerce, e-business, digital marketing and marketing management.

Azizul Hassan is a member of the Tourism Consultants Network of the UK Tourism Society, and is currently working towards a PhD at Cardiff Metropolitan University. His main areas of research are: technology-supported marketing in tourism; innovative marketing dynamics; destination branding in tourism; cultural heritage tourism; heritage interpretation; and sustainable management/marketing alternatives for cultural heritage industries. He is a regular reviewer of the International Journal of Human Resource Management, the International Journal of Ecotourism and the eReview of Tourism Research (eRTR) and The International Interdisciplinary Business-Economics Advancement Journal.

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 SémioConsult in 2010, whilst also pursuing academic research and teaching. SémioConsult 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
resources and a Masters in Commerce. He teaches courses on General Management, Human Resource Management & Training and Development. He researches in areas of training needs assessment, organisational behaviour, etc. He has conducted several management development programs and training sessions. He holds a lifetime membership to Indian Society for Training and Development.

**Disha Mathur** works as an Assistant Professor in the School of Management, Sir Padampat Singhania University, Udaipur (India). She received her Doctoral Degree in the area of Advertising Management and a Master’s Degree in Business Administration with Marketing as specialisation. She is UGC-NET qualified and teaches courses on Marketing, Consumer Behaviour and Advertising. Her research interests include branding issues, emerging trends in applications of advertising and consumer behaviour research. She is the member of Indian Society for Training and Development.

**Elvis Mazzoni** is a PhD researcher at the Department of Psychology of the ALMA MATER STUDIORUM - University of Bologna. His fields of study is Lifespan Development and Lifelong Learning. He’s Managing Editor of the European Journal of Psychology of Education and member of the Editorial Board of Cyberpsychology, Behaviour and Social Networking. His research interests are focused on: Digital Natives; Education and Information and Communication Technologies (ICT); Co-evolution characterizing human activity systems (in the Activity Theory perspective) and the Information and Communication Technologies (ICT); analysis of the changes produced by ICT (specifically by Web Artifacts) on human activity systems involving educational training and knowledge construction; Human-robot interaction in educational context; Web Artifacts supporting lifespan development; and Networked Flow (the network creativity).

**Sanal Nair** is an avid writer and a researcher.

**Veronica Ravaglia** graduated in Psychology of Marketing from the University of Sacred Heard, Milan. She has been working as Social Media Research since 2013 in Dduepuntozero DOXA, a digital research agency located in Milan.

**Mounita Roy** is working as a teaching associate at Indian Institute Of Management (IIM), Calcutta. She has completed her masters in Applied Psychology from University Of Calcutta and has also earned a bachelors degree in Education from University Of Pune. She has research interests in creativity and innovation, consumer behaviour and emotional intelligence.

**Yuvraj Sharma** is working as a business Associate at Cognus Technology Limited, Udaipur Rajasthan. He has completed his MBA from FMS Pacific University, Udaipur. His area of specializations includes IT and Finance. He completed his B-tech in computer science from Rajasthan Technical University. He had worked as a software associate in Sarayu Issue Management Pvt. Ltd, Mumbai. He has completed his MBA summer training in SAP FI/CO module from i-logic technologies, Hyderabad. His area of interest includes ERP & Database management system and research projects related to IT & its implementation into various fields. He has cleared Microsoft Certification Professional Exam [70-536] .Net Framework 2.0 Core Foundation.
About the Contributors

**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.