About the Contributors

**Brent Smith** is Associate Professor of Marketing, Interim Associate Director of the Pedro Arrupe Center for Business Ethics, and Director of Fellowships at Saint Joseph’s University in Philadelphia, PA. His areas of expertise include marketing strategy, marketing ethics, marketing analytics, global business, and cross-cultural engagement. He has developed several teaching innovations, including the “Five Creatures Lesson,” a novel paradigm for competing effectively in business and industry. Dr. Smith’s research focuses on the role of culture in marketing ethics, marketing channels, sales management, and leadership. His work appears in various scholarly outlets, such as *Psychology & Marketing*, *Journal of Business Ethics*, *Journal of Marketing Channels*, *Advances in International Management*, *Marketing Education Review*, and *Journal of Business-to-Business Marketing*.

**Amiram Porath** is an expert at innovation. He published his first book in 2010 regarding collaborative research between industry and public research organizations. He published several chapters in other books as well as co-edited special issues and written several articles. He advises the Chief Scientist of Israel regarding collaborative research programs. He also advises other public bodies with a focus on environmental technologies. He has been an evaluator of European research programs since FP7 regarding bringing new firms and technologies to the market.

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**Mirjeta Beqiri**, PhD, has been teaching in the School of Business Administration at Gonzaga University, USA, since 2002, where she is currently an Associate Professor of Statistics and Operations Management (2009). She was an Adjunct Faculty of Quantitative Methods (Ph.D.) at Universitetit “Aleksandër Moisiu”, Durrës, Albania (2012-2013) and University of New York, Tirana (2008). During 1993-1994, as well as 1997-1998, Dr. Beqiri taught at the Faculty of Economy, Universiteti i Shkodrës “Luigj Gurakuqi”, Albania, and chaired the Department of Management (1998). She has published articles in several academic journals and is a frequent participant in national and international conferences and symposiums. She has co-authored with Dr. Will Terpening and Sarah Schwering, MBA, *Statistical Analysis for Business and Economics: Concepts and Practices* (2013) and has contributed as a reviewer of scientific journals, such as *Decision Sciences Institute Proceedings*, *International Journal of Production Research*, *International Journal of the Academic Business World*, and *The Asia-Pacific Education Researcher*, as well as academic textbooks, such as: *Business Statistics and Supply Chain Management*. In recognition of her research and teaching excellence, Dr. Beqiri has earned many awards, including: “Outstanding MBA Professor of the Year” by Graduate Students Association, Gonzaga University (2007,

David J. Burns, DBA (1987, Kent State University) is Professor of Marketing, Kennesaw State University. He has co-authored several books, published over 100 journal articles and book chapters, and presented over 200 papers. His research interests include retail location and atmospherics, ethics, and consumer culture. His teaching interests include retailing and other consumer-based areas, including Marketing and the Consumer Culture and Neuromarketing.

Paulo Duarte is professor of marketing at the Business and Economics Department and head of the Master in Marketing at University of Beira Interior, Portugal. Prior to receiving his Ph.D. in Management at the University of Beira Interior, he held a senior marketing position in a fast moving consumer goods distribution company. Academically, has been doing research in the fields of consumer behaviour, student satisfaction, brand management and online marketing having published articles on these topics. He is also member of the editorial board of several international journals.

Matt Elbeck earned his PhD in Business Administration from Cardiff University, U.K., and has taught undergraduate and graduate business students at universities in the United States, United Kingdom, Canada, and Saudi Arabia. Matt’s scholarship in marketing education and personal marketing has been published various journals including the Journal of Marketing Education, Journal for Advancement of Marketing Education, Marketing Education Review, Journal of Education for Business, e-Journal of Business Education & Scholarship of Teaching and Journal of Higher Education Policy and Management. Matt has won various awards including an American Marketing Association summer educator’s conference marketing education track paper award and is presently editor, Journal for Advancement of Marketing Education. Matt spent one year outside academe as Director of Programs and Strategy for IT Centre, U.K., and has consulted for corporations including Orange-KPN, American Psychiatric Association, Price Waterhouse, Lloyds Bank PLC, Canadian Red Cross and Unilever.

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Vivian Faustino-Pulliam has been teaching Marketing and Economics at University of San Francisco’s School of Management since 2009. She is also an affiliate faculty at Regis university teaching Global Business and was a former professor of Marketing at Ateneo de Manila University’s Graduate School of Business. Vivian has over 18 years of marketing management experience in the financial industry (Asia
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Pacific and North America) and took a sabbatical from her last post as Vice-President for Marketing of a major British bank to pursue her passion in teaching. Her research and advocacy work deals primarily with higher education for those underrepresented and marginalized communities. This cause brought her to focus her volunteer work to Jesuit Commons: Higher Education at the Margins (JC:HEM). Currently, Vivian is the lead faculty for JC:HEM Global Markets course and is teaching Global Business and Introduction to Economics courses. Vivian developed the online curriculum for two of JC:HEM’s courses: Marketing and Family Economics.

Carlos Ballesteros Garcia has over 20 years of teaching in the area of Marketing and Consumer Behavior. He has taught social marketing and nonprofit marketing strategies for NGOs, Ethics of marketing in various Graduate programs such as doctoral courses, seminars and workshops both in Spain (UNED, UCM, Mondragón) and in France (ESC-Poitiers), Sweden (Univ. Boras), Colombia (Univ. of North), China (Guangzhou Univ.) and Mexico (ITESM). He is a volunteer faculty (on-line) for Global Markets course for Regis University (USA) offered in collaboration with JC: HEM (Jesuit Commons: Higher Education in the Margins).

Margaret L. Gregory is a Lecturer in Marketing at Universiti Teknologi MARA (UiTM), Malaysia (Sarawak Campus) in Kota Samarahan. Previously she taught Marketing at the School of Business & Design, Swinburne University of Technology (Sarawak Campus) in Kuching. Her research interests are in the areas of Marketing Communications, Marketing Education and Service Innovation. She holds a BBA (Marketing & Management) from Oklahoma University, USA and MBA from University Utara Malaysia.

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Maria Lai-ling Lam is a Professor of Marketing at Point Loma Nazarene University, San Diego, California since 2014. She has taught a variety of marketing and organizational behavior courses at Malone University, Canton, Ohio during 2001 to 2014. She is well-known for adopting integrated experiential learning pedagogy into her undergraduate and graduate courses. Over the years, she has facilitated her students to serve more than 50 profit and non-profit organizations. She holds a PhD in marketing and organization behavior from George Washington University, a MA degree in Religion Studies focusing on Christianity and Chinese religions, a MBA degree in Marketing and International Business, and a BBA degree in Marketing from the Chinese University of Hong Kong. She has published one book and more than 70 peer-reviewed journal articles, book chapters and proceedings published in refereed academic and professional outlets. She has presented extensively at national and international conferences. Her research interests are corporate social responsibility, cross-cultural negotiation, and business education. She is a fellow of International Academy of Intercultural Research, a member of the editorial review board of business journals and several professional organizations. She received the Distinguished Faculty Award in Scholarship and Creative Expression at Malone University in 2011. Her joint paper with Dr. Georgia Eshelman and Dr. Martha Cook titled “Three contributing factors to effective utilization of technology in management education and practice: Personhood, mindfulness, and meditation” and
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**Krittinee Nuttavuthisit** is a full-time faculty member who teaches courses in consumption and marketing and postmodern consumer research. She is a scholar of the King Anandamahidol Foundation in Thailand. She received her PhD in Marketing from the Kellogg School of Management, Northwestern University. In 2009, Dr. Krittinee received Sasin Teacher of the Year Award followed by Chulalongkorn’s Award for Teaching Excellence. She received Sasin Teacher of the Year Award again in 2011 and 2012 and Chulalongkorn’s Award in 2013. Dr. Krittinee’s research interests are in consumer experience and postmodern marketing. Her work has appeared in several leading journals such as Business Horizon, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Retailing, and Journal of Contemporary Ethnography. Moreover, Dr. Krittinee has also served as the consultant and advisor for primary companies in businesses such as retailing, gem and jewelry, banking, hospitality, and tourism.
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**Camille Schuster,** PhD, from The Ohio State University is currently a Full Professor of Marketing and International Business at California State University San Marcos and President of Global Collaborations, Inc. She founded and is past Chair of the Marketing Option Advisory Board, a member of the Management Information Systems Advisory Board, a member of the Executive Committee of the Teradata University Network Advisory Board, a member of RetailWire.com Braintrust, a member of the Global Supply Chain Advisory Board at California State University San Marcos and a member of the San Diego Imperial Valley District Export Council. Dr. Schuster, has conducted seminars and worked with over 60 companies in more than 20 countries around the world. Dr. Schuster has published two e-Books entitled New Ways of Working Together: Collaboration Within and Between Companies and New Ways of Working Together: Organizational and Employee Change with GettothePointBooks.com. Dr. Schuster co-authored two books with Michael Copeland, retired human resources manager with Procter & Gamble, Global Business Practices: Adapting for Success and Global Business: Planning for Sales and Negotiations. She has co-authored a book entitled, The Consumer . . . Or Else! with Don Dufek, retired senior vice president and officer of The Kroger Company. The Rise of Consumer Power: Adopting the Right Marketing Communication Strategies, was published in Singapore. Dr. Schuster has authored over 30 articles in professional and academic publications. Dr. Schuster has also taught at Xavier University, Arizona State University, Garvin School of International Business (Thunderbird), Virginia Polytechnic Institute and State University, and Indiana University Northwest.

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