About the Contributors

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Thomas W. Cline is a professor of marketing and statistics in the Alex G. McKenna School at the Saint Vincent College and a doctoral consultant for statistical methods at Robert Morris University’s School of Health Sciences. He teaches courses in consumer behavior, marketing research, statistical methods, advertising and promotion, and strategic marketing. Dr. Cline has published numerous articles in academic journals, including the Journal of Advertising, the Journal of Consumer Psychology, the Journal of Economic Psychology, Psychology & Marketing, and the Journal of Marketing Communications. Dr. Cline and his colleagues won the 2003 Young Contributors Award for best paper in the Journal of Consumer Psychology. Dr. Cline is widely cited in the popular press, including by USA Today, Psychology Today, CBS News, The LA Times, MSNBC, and The Washington Times. Dr. Cline is a coauthor of Consumer Behavior, a 2015 South-Western/Cengage Learning textbook. He has also coauthored Consumer Behavior: Science & Practice, the International Edition in 2011.

Jagdeep Singh Jassal is working as the Dean of the Faculty of Business, Communication and Law (FOBCAL), at the INTI-International University in Malaysia. He has more than 15 years of work experience in various industries, ranging from manufacturing, to hospitality, to education. His experience includes managerial roles in a human resource function, spearheading training and development initiatives, managing labour relations, HR consulting, and also academics. Worked with a number of multinational companies, including ICI Paints Malaysia, Avillion Hotels International and Samsung Corning Malaysia.
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Within academia, he has served as a Senior Officer in the Human Resource Office, Senior Lecturer, Head of Programme, Associate Dean, and Acting Dean. Dr. Jagdeep is a qualified trainer, certified by Deloitte Consulting Group, UK.

Prateek Kalia is a PhD Scholar in the Department of Research, Innovation & Consultancy at I.K Gujral Punjab Technical University, India. His area of research is in electronic retail and consumer behaviour. He has earned a B.Sc. and MBA. In the past, he has worked as a Deputy General Manager at PICTCL, Government of Punjab, India.

Kijpokin Kasemsap 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 in the Faculty of Management Sciences, Suan Sunandha Rajabhat University, based in Bangkok, Thailand. He is a member of the International Association of Engineers (IAENG), the International Association of Engineers and Scientists (IAEST), the International Economics Development and Research Center (IEDRC), the International Association of Computer Science and Information Technology (IACSIT), the International Foundation for Research and Development (IFRD), and the International Innovative Scientific and Research Organization (IISRO). He also serves on the International Advisory Committee (IAC) for the 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.

Navdeep Kaur works as an Assistant Professor in the Department of Business Management, Guru Nanak Dev Engineering College.

Bobby Kurian holds a post graduate diploma in Software Enterprise Management from IIM, Bangalore, a Bachelor of Technology in Computer Science from Kannur University and is currently a Doctoral Student (Management) at Jain University, Bangalore India. He is an entrepreneur and is engaged in setting up a startup firm in Bangalore, India, focusing exclusively on open-source based software solutions.

Bo Liang is an Assistant Professor of Marketing at the Alex G. McKenna School of Business, Economics and Government at Saint Vincent College. Her research interests are in the areas of consumer information search, learning, and decision making in online environments. Specifically, she employs web analytics, content analysis, social network analysis, data visualization, and statistical modeling tools to analyze online consumer-generated data sets to better understand consumer learning and decision-making and their sociological underpinnings, generating insights to inform theory as well as practice in the area of marketing.

Zheng Liu is a lecturer in the International Business School Suzhou, Xi’an Jiaotong-Liverpool University. She gained her Ph.D at the Institute for Manufacturing, University of Cambridge with the research topic “The Development of Inter-firm Trust in Different National Culture Contexts: cases from the animation game industry.” Her current research interests include cross-culture management, supply chain, and the creative industry.
Yaqiong Lu is currently studying BSc Economics in the Suzhou International Business School, Xi’an Jiaotong-Liverpool University. She has a great interest in e-commerce business models, such as, service quality evaluation models and logistics models, including the Logistics Service Quality Model, the SERVQUAL Model and Lean Six Sigma. In a recent research project, she conducted a survey of customers’ satisfaction with China’s e-retailers. The result can provide an approach to measure the logistics performance of e-commerce companies in China, so that the companies can improve their logistics service aiming at specific problems.

Lei Ma joined the Department of Public Affairs of Nanjing University of Science & Technology in March 2009. She is a professor and the head of Centre for Innovation & Development at Nanjing University of Science & Technology. Following an early career in industry, she was the senior economist in the Hanzhou Branch of China mobile group from 2005 to 2008, a sales manager from 1998 to 1999, and a senior consultant from 2000 to 2005 in the Shanghai branch of the France BULL Group. She gained her Master degree in 1996 and a PhD. degree in 2003 from the School of Economics & Management, Nanjing University of Science & Technology. She was a post-doctor from 2003 to 2005 at School of Economics & Management of Zhejiang University. She was an academic scholar from 2008 to 2009 at the Center for International Manufacturing (CIM) at the University of Cambridge. Dr. Ma’s research interests are in technological innovation, enterprise’s habitual domains, and science and technology policy.

Zhongyu Ma is the deputy-director of the State Information Centre (SIC). His job is mainly focused on policy-making and advising on decision-making for State Council, the Central Government and the State Development of Reform Commission in industrial and social development, development planning and investment policies, etc. All his decisions are directed to setting China on the way towards sustainable development. At the same time, he works as a professor at the School of Natural Resources and Environment at Renmin University of China, engaged in research on recycling economy, ecology, climate change, and sustainable urban and rural development. He also worked at the Institute of Ecology and Resource Management at the University of Edinburgh (UK) from 1993 to 1995. He has published over 80 papers and 20 books, both in English and Chinese. He has attended and organized numerous national and international conferences, including the International Workshop of Poverty and Environment in Beijing in 2004; the 3rd World Water Forum in Kyoto in 2003; the World Water Symposium in Stockholm in 2003; the 7th Session of UNCSD on Sustainable Tourism in New York in 1999; the International Symposium of Sustainable Agricultural Technology in Beijing in 1997; System-Oriented Research in Agriculture and Rural Development in France in 1994; and the Integrated Resource Management for Sustainable Agriculture in Beijing in 1993, among others. Dr. Ma has organized and directed several research teams and completed more than 50 research projects in the areas of resource management, carrying capacity assessment, climate change, poverty alleviation and recycling economy, and ecotourism and natural heritage conservation. Dr. Ma obtained his Ph.D. in agricultural science in 1992 from Northwestern Agricultural University in China. Between 1996 and 2000, he worked at the Chinese Academy of Agricultural Sciences as the leading scientist in the area of rural sustainable development. In 2000, he was transferred to Renmin University of China to establish the School of Natural Resources and Environment and works in the school. In 2004, he was selected to be the deputy director of Commission of Development and Reform in Ningxia and promoted to a deputy-general of the Ningxia Provincial Government, and director of the Ningxia Policy Research Center in 2012.
About the Contributors

Soney Mathews is working as an Associate Professor in the Faculty of Business, Communication and Law (FOBCAL) at the INTI-International University, Malaysia. She has 19 years of teaching and research experience. Her areas of interest are in research, especially marketing, youth marketing and consumer behavior. She has published many research papers in both international and national journals.

Sana Moid is presently designated as a AP II at the Amity Business School, Lucknow Campus, Amity University. Her area of research includes investment, SME exchange working, creative accounting and tax planning.

Ritu Narang is an Assistant Professor in the Department of Business Administration, University of Lucknow. She has done her Ph. D. and D.Lit. in Business Administration and was at the top of the merit list of MBA students in 1989. She was awarded ‘The Best Research’ Award among the Teachers by the University of Lucknow in 2010. Two of her research papers have been awarded ‘The Best Research Paper’ in International Conferences, including one organized by Oxford Business School. Twice she has been a Senior Distinguished Fellow at Hanken School of Economics, Helsinki. Dr. Narang has successfully completed two Major Research Projects sponsored by the University Grants Commission, New Delhi. Her papers have been presented at various national and international conferences including the Academy of Marketing Science World Marketing Conference, the POMS Annual Conference, the Centre for Marketing in Emerging Economies (Annual Conference of the Emerging Markets Conference Board), the Indian Academy of Management, the Conference on Retailing in Asia Pacific (The Oxford Institute of Retail Management), the American Marketing Association’s Services Special Interest Group International Conference, among others. Dr. Narang has several publications in various international journals such as the International Review of Retail, the journal of Distribution and Consumer Research, the International Journal of Case Studies in Management, the International Journal of Health Care Quality Assurance, Clinical Governance: An International Journal, the Young Consumer, the International Journal of Management in Education, the journal of Quality Assurance in Education, and Vikalpa. She has done an Indian adaptation of a book on Organization Behaviour published by Pearson Publishers. Two of her books are currently under publication. She has published several chapters in national and international books. She has reviewed several research papers for international journals and has done an Indian adaptation of a book on Organizational Behaviour. Dr. Narang has also been involved in delivering invited talks to managers of public and private sector organizations including Tata Consultancy, RDSO, State Bank of India, etc. She has been involved in various administrative assignments at the University of Lucknow. She is the former Director MBA Retail Management, Co-OSD, Institute of Management Sciences, to name a few.

Marianne Ojo has published numerous international-based publications which include peer-reviewed books, ISI accredited, as well as other accredited journal articles, book chapters and conference proceedings papers. During her career, her work has not only found international acceptance, but also received most cited commendations. The author currently works as a visiting professor and post-doctoral researcher as well as a university lecturer and visiting scholar at several institutions which include North West University, South Africa and she also supervises graduate and non-graduate students. She is also affiliated with several institutions in the United States, as well as the Legal Scholarship network. Furthermore, she serves as a reviewer for various scientific and academic journals which have been accredited with the highest credentials at an international level. Her previous academic commitments
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Dharmendra Pandey is a marketing learner, educationist, researcher, blogger, technology enthusiast, ex-salesman and has more than 10 years of rich experience in industry and academics. He is currently associated with Amity University, Lucknow, India, as an Assistant Professor of Marketing.

Leila Samii is an Assistant Professor at Aurora University in the Masters of Digital Marketing and Analytics Program and adjuncts in the Harvard Extension School. She holds a Ph. D. in International Business and Marketing with a focus on Social Media Marketing. Her research focuses on global social media marketing, investigating the link between brand image and social media from a global context. With an expertise in social media and international business, Leila has extensive knowledge on earned media and has developed various global frameworks focusing on cost effective strategies for social media. Leila has explored and published in this emerging field of study. Leila is owner and managing director of a social media marketing consulting firm, ReallyLeila LLC, which focuses on educating small and medium-sized enterprises on aligning their social media goals with their current business objectives. Leila is passionate about social media and teaching others the ins and outs of social media in easy to understand manner. She has managed a number of projects on creating social media marketing strategies and campaigns.

Domenico Sardanelli is a PhD student in Marketing Management and a Graduate Research Assistant in Research Methods in Social Science and Digital Marketing at the University of Salerno (Italy). He graduated with full marks in 2014. Domenico’s current research interests include online consumer behaviour and word-of-mouth marketing.

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vis-a-vis Usage Attitude of Selected Mobile Shoppers in the State of Gujarat”. He has also received other accolades in his research papers from various academias. Mr. Shukla is the recipient of the Best Business Academic of the Year Award (BBAY) where he won the Silver Medal for his research paper in 69th International All India Commerce Conference, which is widely recognized in Indian Education and Retail Industry.

**Alfonso Siano** is a Professor and Chair of Corporate Communications and Marketing Communications at the University of Salerno (Italy) where he is Founder and Chair of the Doctoral Programme in Marketing and Communications. He has previously been Researcher and Lecturer in Management at the University of Rome ‘La Sapienza.’ He teaches and carries out research in corporate communication and reputation, marketing communications, arts and heritage marketing, and digital marketing. He has published 8 books and several book chapters. He has published in a wide range of international academic journals, including the Journal of Marketing Communications, Corporate Communications: an International Journal, the Journal of Brand Management, the Journal of Communication Management, the International Studies of Management and Organization, and the Museum Management and Curatorship.

**Surabhi Singh** (M COM, MCA, PGDBA, and PhD Scholar from AMU) is specialized in marketing with an overall experience of 14 years in corporate, as well as teaching. She has additional qualifications of an Advanced Diploma in Management which is equivalent to M Phil, and a certificate in guidance. She has been actively involved in research, teaching, training and consultancy. She is the recipient of IMS Noida’s Award of ‘A Grade Faculty’ and recently received an award from UK Journal for case writing. She won the best paper award in a National Conference at one of the premier business schools. She has also received other accolades in her research papers from various academias. She has edited three books and 29 papers in various National and International refereed Journals and conference proceedings. She is also a reviewer in few International Journals. Currently she is associated with IMS Ghaziabad as Asstt Professor-Marketing.

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**Yanbin Tu** is a Professor of Marketing at Robert Morris University. He is also a Chutian Scholar and Visiting Professor at Jianghan University. He earned his doctoral degree at the University of Connecticut. He has worked for the Bank of Shanghai for three year. Dr. Tu has taught at Simon Fraser University in Canada and at UConn as an instructor. His research interests cover e-commerce, database marketing, CRM, and financial services marketing. He has publications in leading business journals such as the International Journal of Electronic Commerce, Decision Support Systems, and Applied Economics.
V. Rajesh has been an integral part of the transformation of Indian retail. He has been a part of successfully introducing several modern retail formats in India starting with supermarkets in the mid 90’s and various other mass merchandise, lifestyle and specialty stores. Rajesh has handled varied functional roles, especially the marketing and customer service function at a CXO level which involved strategy formulation, also the roll out and execution of multiple startups. He has written several articles and case studies for leading publications and has authored of one of India’s first hands-on books on Indian retail titled “The INDIAN reTALEs.” Rajesh is now active in the knowledge space and engaged in sharing his extensive expertise through Strategic Consulting assignments and Training programs. As part of this knowledge sharing initiatives, he has authored a second book on career success titled “Out Of Syllabus”.

Seema Varshney has worked as an Assistant Professor for the Waljat Colleges of Applied Sciences, Muscat, Sultanate of Oman, for the past 8 years. She has 15 years of teaching experience for both Post-Graduate and Undergraduate students. Other than teaching she has an interest towards research and published research papers in national and international journals. She has an interest towards Community Service Committee Programs and is actively involved in community service in Muscat.

Agostino Vollero, PhD, is an Assistant Professor for the Department of Political, Social and Communication Studies, at the University of Salerno (Italy), where he teaches E-marketing. His primary research interests are in the areas of digital marketing, corporate communication and corporate reputation. He has published two books and various articles in leading Italian and international journals, including Journal of Brand Management and Journal of Marketing Communications.

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