About the Contributors

**Alessandra Vecchi** is an Assistant Professor in the Department of Management at the University of Bologna in Italy where she holds a Marie Curie Fellowship. Additionally, she holds the position of Senior Research Fellow at London College of Fashion. Besides teaching several subjects, mostly in the field of International Business and Operations Management at a postgraduate level, she supervises MA and Ph.D. students in a wide array of Fashion Management-related subjects. She has a significant track record of high-profile publications and her research interests tend to be of a multidisciplinary nature and rather eclectic.

**Chitra Buckley** started out her career in fashion retail after graduating in Business and French from Aston University by buying for high-end department stores and specialist retailers in the UK and Canada. After moving back to Europe, she attained a M. Phil from the London College of Fashion on the “Interaction between buyers, merchandisers and designers in product design and development: Case Study of Top Shop.” She currently leads the MA in Fashion Entrepreneurship & Innovation at London College of Fashion, mentors emerging fashion designers and develops collaborative projects between industry and education in the UK and overseas. Current research interests include fashion micro-enterprises and SMEs, accelerators and incubation models in fashion, entrepreneurial orientation and business models.

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**Reza Aboutalebi** received his PhD in Strategic Management from Royal Holloway, University of London in 2016. Reza has been a Visiting Lecturer at the Royal Holloway as well as University College London, since 2013. Prior to this job, he worked for four years as an associate lecturer for the Cardiff Metropolitan University and the University of South Wales in the United Kingdom. In addition to academic jobs, Reza worked as head of quality assurance, senior management consultant as well as a managing director in different companies. His research focuses on influential factors in the implementation of corporate-level strategies in different sectors.
Bethan Alexander is the Course Director for the MA Fashion Retail Management course at the London College of Fashion, University of the Arts. She brings her extensive experience in the global fashion industry working at Kangol, Converse, Elle; as the founder/director of fashion business consultancy, Brand Baker, working with multiple fashion – lifestyle brands; to Higher Education, delivering, mentoring and equipping students with the know-how and skills required to be successful in the international fashion business. Her research spans Multi-Sensory Fashion Retailing; Customer Brand Experiences Online and Offline and Innovative Retail Formats and is actively engaged in delivering keynote speeches, at international conferences and academic institutions and has been published within these fields.

Mouhannad Al Sayegh is a Research Fellow and Developer at the London College of Fashion, University of the Arts. He has led the technical development work for several UK and European funded research projects. He graduated with a Computer Science degree from Queen Mary University of London, and subsequently co-founded a web/software development company, managing development projects for a wide range of clients. Mouhannad brought this experience to London College of Fashion and combines his business sense and technical knowledge with a passion for developing forward thinking technology solutions in the fashion and retail arena.

Cesare Amatulli, PhD, is an Assistant Professor of Marketing at the University of Bari and Adjunct Professor of Trade and Retail Marketing at the LUISS University, Rome. He is author of articles which have appeared in some of the most prestigious journals in the marketing and consumer behavior fields, such as the Journal of Business Research and Psychology & Marketing.

Elisa Arrigo, Ph.D., is an Assistant Professor of Management at the Department of Economics, Management and Statistics (University of Milan-Bicocca, Italy). She holds a PhD in Marketing Management from Milan-Bicocca University with a dissertation on corporate social responsibility. During her PhD studies, she has been a visiting scholar at the Stockholm School of Business and the London Business School. Elisa is a member of the Academic Board of the PhD Course in Marketing Management at University of Milan–Bicocca where she also teaches Marketing and Marketing Communications in academic undergraduate and masters courses. Her main research interests primarily lie in: Market-Driven Management, Corporate Social Responsibility and Luxury & Fashion Management. She has published books, book chapters and academic articles in refereed national and international journals on various aspects of her research topics. She is an active reviewer for international management journals and conferences.

Romeo Bandinelli is a research fellow at Università degli Studi di Firenze, Department of Industrial Engineering. He graduated in 2002 in Mechanical Engineering at UNIFI, where he later earned a PhD title in 2006 in Industrial Engineering and Reliability. During his career, he has been teaching Innovation Management, Organization Economics and Business Organization. He is author of more than 40 publications viewable in conference proceedings and international journals. He is a reviewer for several international conferences and journals. He is a member of the Scientific Committee of the Observatory GE.CO. of Politecnico di Milano and program chair and member of the scientific committee of the IT-4Fashion congress. He is member of the IFIP 5.1 “Global Product development for the whole lifecycle.”
Luca Bagnaschino graduated in Communications from the Università degli Studi di Genova in Italy, is currently working towards a Master’s in Education at the Universidad del Turabo, Puerto Rico. After several years of experience as Press Account Executive in Genoa and Milan, Bagnaschino moved to Puerto Rico, to work as Press Account Manager of STEMplusD, a special project of EIDA Escuela Internacional de Diseño y Arquitectura, Universidad del Turabo. This was focused on the development and promotion of integration between design and STEM disciplines. Since August 2015, Bagnaschino is also working as a Social Media Manager of EIDA Escuela Internacional de Diseño y Arquitectura. The daily update of STEMplusD’s blog with research got him involved in fashion technology, specifically in the issue of terminology, and in the conceptualization of TechCouturism.

Alessandro Brun is Associate Professor of Quality Management at Politecnico di Milano. His research interests cover application of Supply Chain Management, Quality Management and Operations Improvement methodologies in high value added sectors, with special focus on Luxury Management. With more than 100 papers published on scientific journals and international conferences on the above topics, is one of the most prolific authors in the worldwide scientific community on the specific “Luxury Supply Chain”. In 2012, he created and launched the “International Workshop on Luxury Retail, Operations and Supply Chain Management” - the first international conference on Luxury Supply Chain.

Irina Bugakova earned a Master’s Degree in General Management, Majoring in Luxury and Fashion, Department of Business and Management, LUISS Guido Carli University in Rome in 2011-2013. 2004-2009 - Bachelor and Master Degree in International Relations, Moscow State University. 2009 - 2011 - Worked in Bosco di Ciliegi Company in Moscow as a Retail Manager. 2013 - Internship in Gianni Versace Spa. 2013-2014 - Sales Manager, Judari brand. 2014-2015 - Sales Manager in Shatush Showroom, official distributor of Wildfox, Domrebel, Kuro in East Europe and Russia.

Cristiano Carciani studied Haute Couture at the Accademia Koefia in Rome, Italy, and holds a Master in Arts Administration from the Universidad del Turabo, Puerto Rico. He works at the EIDA Escuela Internacional de Diseño y Arquitectura, Universidad del Turabo, as the Design Department’s Director and as a full-time professor for the Fashion Design Program. Carciani is also the Art Director for commercial ads and exhibition spaces. With his Italian origins and academic background, together with creative experience in Textile Art and Non-wearable Art, led him to adopt experimentation and exploration as a basic design tool and as a successful teaching methodology. Carciani’s multidisciplinary approach led him to found STEMplusD, with EIDA’s dean Arch. Aurorisa Mateo Rodríguez: a design concept that aims to enhance the importance of progressive integration of STEM disciplines (Science, Technology, Engineering, Mathematics) into fashion, industrial, interior and architectural design. Cristiano Carciani is currently theorizing and experimenting with TechCouturism.

Tuğçe Ozansoy Çadirci is an assistant professor of Marketing at Yıldız Technical University, Turkey, Her main research areas includes fashion marketing, digital consumption, and consumer behavior.

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Marta Blazquez Cano is a Lecturer in Fashion Marketing in the School of Materials at The University of Manchester, UK. She was awarded a European PhD in Marketing with a Cum Laude mention. Her research interests include multichannel retail with special focus to the interplay between channels, the experience in physical stores and the dynamics of e-commerce and m-commerce. She also looks at the role of cross-cultural differences and social media. She holds an extensive industry experience in the Marketing and Advertising industry.

Romano Cappellari is a Professor of Marketing and Retailing, Dipartimento di Scienze Economiche e Aziendali “M. Fanno”, Università di Padova and the Director of the Master in Retail Management and Marketing, CUOA Business School.

Maria Caridi is an Associate Professor in the Department of Management, Economics and Industrial Engineering, and a Faculty Member of MIP, the Graduate School of Business of Politecnico di Milano. She is currently a visiting professor at the University of Cincinnati. Her main research interests are in the fields of Operations and Supply Chain Management. She is an associate member of the editorial board of the European Journal of Industrial Engineering, and she serves as a reviewer on various operations management journals.

Sandro Castaldo is a Full Professor of Management at Bocconi University and Director of the Open Programs division at SDA Bocconi School of Management. His research interest are: customer trust; channel relationships; retailing; shopping behavior and customer loyalty; innovation and new product development; e-commerce and trust. He is author of several papers and books published at the international level on these topics.

Federica Codignola is an assistant professor (tenured) in Economics and Management at the Università degli Studi di Milano-Bicocca, Department of Economics, Management and Statistics (DEMS). She has been a visiting professor at the University of Amsterdam. She received her PhD at the Università degli Studi di Milano-Bicocca with a dissertation on contemporary artistic market dynamics. As a doctoral candidate, she was also attached to the HEC Business School, Carmelle and Rémi Marcoux Chair in Arts Management, in Montréal. Her main fields of research are Cross-Cultural Management and Art Markets’ globalization.

Louise Curran is a senior lecturer in International Business in Toulouse Business School. Her research focuses on EU trade policy, particularly its impact on Global Value Chains. She is an Irish national and received her PhD from Manchester Metropolitan University in 1995.

Alessandro Da Giau is Research Fellow at the Department of Engineering & Management at the University of Padova. His doctoral thesis explored the topic of green business model innovation in the fashion industry. Specifically, his research focuses on the role of dynamic capabilities and organizational design in the pursuit of green business model innovation and addresses, as well, the issue of the alignment between the best practices adopted by fashion companies to deal with the sustainability challenge and how this commitment is communicated to stakeholders.
**About the Contributors**

**Pamela Danese** is an Associate Professor of Operations & Supply Chain Management at the University of Padova, Italy. She is the Director of the Master in Lean Management of Fondazione CUOA, the first business school in the Nordest region of Italy.

**Matteo De Angelis**, PhD, is an Assistant Professor of Marketing at Luiss University, Rome. He is the author of articles which have appeared in some of the most prestigious journals in the marketing and consumer behavior fields, such as the Journal of Marketing Research, Psychological Science and Journal of the Academy of Marketing Science.

**Yeda Swirski de Souza** is a Professor of Organizational Behaviour and Strategy at Unisinos University, Brazil.

**Romano Dyerson** is a Senior Lecturer in Economics and Strategy. His research interests are related to the general theme of performance and capability development in organisations. He is interested in exploring how firms cope with change and how this interacts with strategy. Much of his work has been at the juncture of strategic and technology management. He has a long established and continuing interest in the strategic implementation of information technology in both the private and public sectors. Having explored IT use in large organisations, he is currently engaged in examining IT capability development in small and medium-sized firms. To date, working with a number of colleagues, he conducted a national survey of IT use by SMEs and presented it to conferences and published the results in journals. A smaller scale project (conducted in Italy) was completed, focusing specifically on IT readiness in SMEs.

**Virginia Fani** graduated in Management Engineering - Supply Chain Management from the Politecnico di Milano in 2014. After she completed her studies, she collaborated with the university laboratory LogisLab on projects related to the improvement of the fashion supply chains (June-December 2015). Presently, she has been working as a PhD student at the University of Florence, dealing with issues such as process optimization along the supply chain, with particular focus on the peculiarities that the fashion companies have to face.

**Tianlong Ge** is currently studying Business Administration in the International Business School Suzhou, Xi’an Jiaotong-Liverpool University. He is interested in electronic supply chain strategy formulation in the apparel industry, and has done fieldwork interviews into several companies in China. In his recent dissertation project, he conducted a survey to investigate customers’ attitudes towards purchasing fashion products online in terms of their past online shopping experiences and future purchase intentions. The research findings can help online apparel retailers in terms of formulating e-commerce strategies, making decisions and designing websites; and providing offline apparel brand owners with a bigger picture of how to establish an online retail channel in the Chinese market.

**Simone Guercini**, Ph.D. in Economics at the Sant’Anna School of Pisa, is a Full Professor of Marketing and Management at the University of Florence, Italy, and coordinator of the Laboratory of Marketing and Internationalization at the Consortium PIN at Prato. He is visiting professor at the Grenoble Graduate School of Business and in other European and American universities. Simone has been visiting researcher at the University of Sussex at Brighton and Max Planck Institute of Berlin and from 2014 he is Research associate at the Georgia State University, Atlanta. His research interests include business
marketing and interorganizational behaviour, business internationalization, heuristics in business. Simone is a component of the editorial board of academic journals including some of the most cited journals in the field of fashion marketing and management.

Gianluigi Guido (Ph.D., University of Cambridge, UK) is a Full Professor of Marketing and Market Research at the University of Salento, Italy. He has published fourteen books on consumer behaviour and marketing strategies, and almost 200 articles in major scholarly journals.

Monica Grosso is an Assistant Professor of Marketing at EMLYON Business School. Her research interests focus on channel relationships both B2B (bargaining and collaborative relationships between manufacturers and retailers) and B2C (between retailers and their shoppers). Within this domain, she investigated several specific topics like channel design, category management, trade marketing, private labels and retail branding, retail loyalty programs and others; the results of her research on these topics have been published at the international level.

Susan Hamilton is a project manager with several years of experience delivering successful projects from a range of funders such as the ESRC, the ESPRC, the European Commission and Innovate UK. She has worked on a range of research projects in fashion, digital technology, science and engineering, as well as developing successful grant applications to research councils, trusts and charities. Susan has a degree in Aerospace Engineering from the University of Glasgow and has a background in research management.

Eva Helberger is an expert in retail branding and retail experiences. She works as the subject leader of branding and marketing at the London College of Fashion, where she researches and teaches retail marketing and retail branding strategies of both multinational and independent retailers. She has published and presented work at the British Academy of Marketing, and is currently working on studies on the merging of the physical and the digital retail experience. Eva also works as a consultant specialising in marketing strategies over a broad array of industries with a particular emphasis on consumer and retail experiences. She advises independent as much as multiple retailers, linking the findings from her academic research into her consultancy approach.

Hakan Karaosman is a Ph.D. candidate and sustainability management professional with international experience in sustainability reporting, business process improvement, and sustainable strategy in various industries. Previously, he was involved in sustainability reporting, and sustainable business projects. He worked as a consultant to companies in various industries for their Carbon Disclosure Project (CDP), and Corporate Social Responsibility (CSR) reports by assisting clients in identifying, measuring, managing, and communicating their performance in sustainability management. He actively helped various companies to prepare (i) carbon footprint reports based on The Greenhouse Gas (GHG) Protocol, (ii) sustainability reports based on Global Reporting Initiative (GRI) Framework. He holds BSc. in Environmental Engineering, MBA, and a MSc. in Management in Engineering of Energy and Environment, a joint master's degree funded by the EU, and hosted by KTH (Sweden), EMN (France),
and UPM (Spain). He is currently pursuing his Ph.D. studies in the European Doctorate in Industrial Management, a double degree program funded by the EU, and hosted by KTH (Sweden), POLIMI (Italy), and UPM (Spain). His specific focus is on sustainability management in the fashion industry. He is further investigating how global fashion brands could improve their operational and market performance through sustainability, and furthermore how the vision of sustainable development could be enhanced along the value chain.

Anthony Kent is a Professor of Fashion Marketing at Nottingham Trent University. He holds a first degree from Oxford University, an MBA, and PhD from the University of the Arts London. His current research interests are in the convergence between digital and physical environments with a focus on fashion retailing, and second, in design management with an interest in the personalisation of design. The converged world research specifically examines the service environment and user experience. He has delivered papers at a wide range of conferences including Fashion Colloquia and at the International Foundation for Fashion and Textiles Institutions, where he won the senior research prize at the 2015 conference in Florence, Italy. He is a co-organiser of the International Colloquia on Design, Branding and Marketing and Chair of the Special Interest Group in Marketing and Retail at the British Academy of Management.

Wiboon Kittilaksanawong is a Professor of Strategy and International Business in the Graduate School of Humanities and Social Sciences, Faculty of Economics, Saitama University. He received a PhD from National Taiwan University. His research interests include global business and strategy, business strategies in emerging markets, and international entrepreneurship. He has published research articles in the Management and Organization Review, the Asian Journal of Technology Innovation, the International Journal of Emerging Markets, the International Finance Review, and the Academy of Management Proceedings, as well as books and case studies for teaching and research with Palgrave MacMillan, Emerald, Routledge, Springer, IGI Global, Richard Ivey School of Business, and Harvard Business School.

Şirin Gizem Köse is currently a doctoral student at Yıldız Technical University where she has been working as a Research Assistant in Marketing since 2014. Her research areas include digital advertising—specifically in-game advertising, advergaming—and innovative technologies on digital marketing. She has national and international-based studies on digital marketing and corporate social responsibility.

Lei Ma joined the Department of Public Affairs, Nanjing University of Science & Technology in March, 2009. She is a professor and the head of Centre for Innovation & Development, Nanjing University of Science & Technology. Following an early career in industry, she was the senior economist at 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 at the Shanghai branch of the France BULL Group. She gained her Master’s degree in 1996 and her PhD. degree in 2003 from the School of Economics & Management, Nanjing University of Science & Technology. She was a postal-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 Technology innovation, Enterprise’s Habitual domains and Science & technology policy.
About the Contributors

Andrea Lion graduated in Management Engineering from the University of Padova in 2013. He is currently a PhD Student in the Department of Management & Engineering at University of Padova. His research interests concern sustainability and supplier management.

Laura Macchion is a Research Fellow in the Department of Engineering and Management of the University of Padova (Italy). Her Ph.D. thesis in Management Engineering explored the theme of the internationalization of production and distribution networks, providing evidence on how companies in the fashion industry are pursuing different strategies in order to become global and competitive players. Her research interests focus on supply chain management and operations strategies, particularly within the fashion industry.

Matilde Milanesi is a Research Fellow in the Department of Economics and Management of the University of Florence, where she received her Ph.D. in Economics in 2015. She has been Visiting Researcher in the Science & Technology Studies Center at the Uppsala University. Her research interests include business marketing, liabilities in internationalization and start-up marketing.

Karen Miller is a Senior Lecturer in Business Studies for Fashion & Textiles at the University of Brighton. She is also a Visiting Industrial Fellow at the Institute for Manufacturing at the University of Cambridge. Her research interests are diverse and focus on understanding how design is effectively led in organisations and how leadership skills are accumulated through education and on-going training. Additionally Karen is investigating sustainable practices in the fashion industry. She holds a PhD from the University of Cambridge and a BA (Hons) in Product Design from Kingston University. Before returning to academia, Karen worked for 27 years in industry as a Director of Design and Innovation, Head of Design and Senior Designer in leading retailers and design consultancies.

Gustavo Morales-Alonso is a Civil Engineer, MBA and PhD., currently holding a position of Assistant Professor in Business Administration at the Universidad Politécnica de Madrid (UPM). He has formerly held positions as a project engineer in Madrid and Moscow, as well as a research scholar in Madrid (UPM) and Munich (TUM). He has also been a visiting professor at KTH (Stockholm).

Karinna Nobbs is a critical spokesperson and consultant of the many spaces in which technology and fashion collide. She was a visual merchandiser by trade and has worked with United Colours of Benetton, Kookai, House of Fraser and Ralph Lauren. In her academic career, she has held lecturing positions at Glasgow Caledonian University and the London College of Fashion, and has been a guest lecturer at more than 25 institutions in Shanghai, New York, Taiwan and Antwerp, among others. Karinna is a published author, international conference presenter and a curious researcher.

Fanke Peng is an experienced and award winning interactive media designer and researcher. She is the course convener of Fashion at the University of Canberra and the founder of Cross Cultural Design Lab. She originally trained as a Fashion Designer and Interactive Media designer. She holds a PhD in Interaction Design and Visual Communications from the University of Dundee, UK. She has been heavily involved in extensive research projects in the UK, including Technology Strategy Board (TSB) projects: Monetising Fashion Metadata and Fashioning Metadata Production Tools, Engineering and Physical Science Research Council (EPSRC) project: Research in the Wild, and the Arts & Humanities Research Council (AHRC) mainly funded cross-disciplinary research project: Past Present and Future Craft Practice.
**About the Contributors**

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**Rinaldo Rinaldi** is an associate professor at the School of Engineering of the University of Florence. He teaches “Supply Chain Management” for the Master of Science in Mechanical Engineering and “Operations Management” for the Master of Science in Company Government and Management. His areas of research and interest deal with the design of logistics systems, programming and production control, optimization of production processes and supply chain, the use of technologies such as RFID for the optimization of the logistics system and traceability management. Rinaldo Rinaldi is founder and scientific director of the laboratory “LogisLab - Laboratory for logistic process management and intelligence systems development” where he conducts research on various issues related especially to the needs of companies operating in the fashion system, food production and the medical industry. Rinaldo Rinaldi is also the organizer of the annual meeting “It4Fashion: how can technology help companies in the fashion.” This conference, which takes place in April in Florence, is focused on the use of new technologies to support the management of supply chain of luxury.

**Frances Ross** has had extensive creative experience in the industry as a Design manager, Art Buyer and Stylist. Her more recent experience in Higher Education has been as the Program Director for Fashion Management in the Graduate School of London College of Fashion. In her academic role Frances has given many International keynote speeches and written conference papers on the Fashion Industry in the USA, Australia, China and Europe. She is an active researcher with many publications and is currently an Associate Lecturer at London College of Fashion and a Visiting Lecturer at Regents American College & Coventry University London Campus.

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**Emanuela Stagno** is a Research Assistant at Luiss University, Rome. She studied Economics and Management at Luiss University where she graduated in 2015.

**Hui Tan** is a Reader in Strategy and International Management at the Royal Holloway School of Management, University of London. His research focuses on knowledge transfer within multinational enterprises, international M&A and firm competitive strategies in emerging markets.

**Valentina Vallisi** is a recent graduate with highest honours in Management and Marketing from the University of Bologna, Italy. During the first cycle degree course, she focused her attention on the deepening of her Managerial major. Her research interests are concerned with Operations Management, in particular with Supply Chain Resilience. For this reason, her final thesis was on this topic. In 2012, she gained the Merit Award of the University of Bologna and in 2013 she had a working experience in a multinational company operating in the railway signaling devices sector. In 2014, she received the Certificate of Merit from the Dean of the University of Bologna. She is currently studying in the second cycle degree course in Business Management at the University of Bologna.

**Manuela Valta** is currently a PhD fellowship candidate in Marketing at the University of Udine, Italy. Previously, before joining her PhD program, she has had experience working in business. She has presented her research at international conferences. Her research focuses on brand management, consumer behavior, customer experience management, retailing, and value creation.

**Donata Vianelli** is an Associate professor at the University of Trieste, Italy, where she teaches international marketing and international business. She has authored four books, and has published in a range of international journals. She researches modes of entry and cross-cultural consumer behavior with a focus on Europe and Asia.

**Marco Vianello** is a Sales Executive at Tomorrow Ltd, an international sales platform that operates from four outstanding showrooms in the main fashion cities: London, Milan, Paris and New York. His main interests lie in fashion, a field he has explored in the wholesale sector. He graduated from the University of Buckingham, with a First Class Bsc in International Business, followed by a MA in Strategic Fashion Marketing from the University of Arts London where he graduated with Distinction.

**Andrea Vinelli** is a Ph.D., Professor of Operations and Supply Chain Management and Service Operations Management in the Department of Engineering & Management at the University of Padova, Italy.
Karen Webster is the Deputy Head of Fashion and Textiles at RMIT University in Melbourne, Australia. She has been a key player in Australia’s fashion industry for more than 35 years, as a fashion designer, academic, board director and five years as the Festival Director of the L’Oreal Melbourne Fashion Festival. Karen’s knowledge and experience across many aspects of the industry, including consumer analysis, design directions and cultural trends, makes her a highly sought-after public speaker and consultant. In 2010, she was appointed as the first female Board Director of Australia’s premier fashion industry body, the Textile and Fashion Industry Association (TFIA) and Chair of the Australian Fashion Council. She has also served as a board member on numerous government committees and advisory boards including the Australian Fashion Chamber. Karen was the 2012 inductee to the Fashion Hall of Fame awarded in Melbourne.

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 creative industry.