About the Contributors

Ayantunji Gbadamosi is the Leader for Research and Knowledge Exchange at the Royal Docks Business School of the University of East London, UK. He received his PhD from the University of Salford, UK and has taught marketing courses at various institutions including University of Lagos (Nigeria), University of Salford (UK), Manchester Metropolitan University (UK), Liverpool Hope University (UK), and various professional bodies. He is a Fellow of the Chartered Institute of Marketing (FCIM) and a Fellow of the Higher Education Academy (FHEA). Dr Tunji Gbadamosi has several research outputs in the form of Journal articles, chapters in edited books, co-edited books, monograph, conference papers, and Case studies. His papers have been published in a variety of refereed journals including Journal of Brand Management, Thunderbird International Business Review, International Journal of Market Research, International Journal of Retail and Distribution Management, Marketing intelligence and Planning, Social Marketing Quarterly, Nutrition and Food Science, Young Consumers, Journal of Fashion Marketing and Management, Society and Business Review, International Journal of Consumer Studies, International Journal of Small Business and Enterprise Development, Entrepreneurship and Regional Development, International Journal of Entrepreneurship and Innovation, and Journal of Place Branding and Public Diplomacy. He is the author of the book entitled Low-income Consumer Behaviour. His co-edited books are: (a) Principles of Marketing – A Value-Based Approach, and (b) Entrepreneurship Marketing: Principles and Practice of SME Marketing. Dr Gbadamosi is a member of the editorial board of 4 academic journals. He has supervised several undergraduate and postgraduate students including PhD students to successful completion and served as an examiner for several doctorate degree examinations. His research interests are in the areas of Consumer Behaviour, SME Marketing, Marketing to Children, and Marketing Communications. He is the author of the paper entitled ‘Symbolic Consumption among Black African Women in the UK’ that won the EMERALD Best paper award at the International Academy of African Business Development (IAABD) 2014 conference. He is listed in Who’s who in the world.

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Emmanuel Adugu, Ph.D., is a research methodologist and lecturer at the Department of Government, Sociology and Social Work at the University of West Indies, Cave Hill Campus. His current area of research focuses on citizens using the marketplace to influence public policy with the goal of promoting sustainable development and global welfare.
About the Contributors

**Esra Bal** was born in Istanbul, in 1986. She received her Bachelor Degree from Yeditepe University from the department of International Trade and Business and took her master degree from the same university from MBA. She has begun her PhD at Istanbul University in 2014 in business field.

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**Imane Benelkaid** received her MBA from Al Akhawayn University in 2012 in Morocco, she joined many other universities across the the world such as The George Washington University in Washington DC, USA and Bogazici University in Istanbulule Turkey as an exchange student. In 2013 she joined her family business to apply the knowledge acquired from her education. Luckily, her skills were highly needed in the company, and she is now presently the marketing manager in the company which is considered one of the leading organisations in the transportation business in Morocco.

**Veronica Adu Brobbey** is a lecturer in human resource management at the University of Education, Winneba, Ghana. In her teaching and research work she covers a wide range of topics in human resource and marketing research. She is currently completing her PhD at the Open University of Malaysia through Accra Institute of Technology, Ghana. She has published widely in the field of human resource and marketing. Her research interest focus on counterproductive work behavior and research methods.

**Cynthia A. Bulley** is a lecturer and assistant head of department at the marketing department of the Central Business School, Central University College, Ghana. She was educated at the University of Ghana Business School. She has considerable research publications, teaching and consulting experience. She has published and presented conference and academic papers in Africa, Europe and North America. Her current research interest is in the area of consumer behavior, experiential marketing and international business. She is a regular reviewer for academic journals.
Brahim Chekima is a faculty member where he teaches marketing and pursuing a doctoral degree in the Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah. His research interests include green marketing, consumer behavior, consumer culture and advertising. He has published several papers in refereed journals.

Esther O. Duodu received her BSc degree in administration (marketing option) from the Central University College in 2010. Following a stint as a teaching assistance at the Central University College she proceeded to the University of Aberdeen, UK to pursue her master’s degree. She gained her MSc degree in Oil and Gas Enterprise Management in 2012. Since 2013, she has been with ABL Intel Consulting Limited as a research and development manager. Her current research is focused on experiential marketing and supply chain management.

Christiana M. Emmanuel-Stephen is a PhD research student at the University of East London. Her research is focused on how Black African women create identity through the consumption of Luxury fashion brands in the UK. She has interest in the creation of identity and the changing perception of the Black African woman’s identity.

Kathy-Ann P. Fletcher is a PhD student at the University of East London. Her research is focused on the development of Consumer Identity in Digital Media. Her research interests include branding, consumer behaviour and social media.

Clay Gransden is a Teaching Fellow in Marketing at Liverpool Hope University, UK. He completed his PhD in Marketing: “Perceptions of consumer delight in the hospitality sector: cultural history, presumptions and assumptions” from the University of Liverpool. He is a marketing entrepreneur and advises on business improvement. Gransden’s research interest include aspects of international marketing, delight and social media.

Nicolas Hamelin is an associate professor of Marketing at SP Jain School of Global Management (Forbes: Top 10 Best International 1 Year MBAs (2015 – 16) The Economist: Top 100 Fulltime MBAs worldwide (2015)). Nicolas Hamelin holds a Ph.D. in Physics from Sussex University in the UK (1993), a M.Sc. in Environmental Management from Ulster University and is a PhD candidate in Business at the Royal Docks Business School, university of East London. He worked as a research fellow for City University of Hong Kong, the Foundation for Fundamental Research on Matter and the Energy Center of the Netherlands. In international business, he worked at ST-Ericsson within the Nokia BU, as a business development and strategic marketing manager. Dr Hamelin has a diploma in TV journalism from INA (Institut National de l audiovisuel in Paris), he produced and directed “1039km of hope” an award winning documentary. Dr. Hamelin is an in-country analyst for Euromonitor International, a London based global marketing research agency. Nicolas Hamelin main research interests are in the fields of International Marketing, Consumer Behavior, Neuro-Marketing, Social Marketing and Environmental Management.
Olukayode Ojo Iwaloye is a Yoruba man from Akungba-Akoko area of Ondo state in Nigeria. He attended Federal College of Education, Kontagora, (affiliated to University of Ilorin) an ancient city in Northern part of Nigeria where he obtained National Certificate on Education (NCE) in Mathematics and Economics in 1992. He got his first and second degrees with honors in Business Administration and Marketing in 1999 and 2002 respectively at the University of Lagos (UNILAG), Lagos, Nigeria. His thirst to further acquire new knowledge took him to Macau, China where he obtained Ph.D in Business Administration, University of Saint Joseph. He taught in many Universities both in Nigeria and abroad. He was a former Lecturer at Redeemer’s University, Lagos/Ibadan Expressway, Nigeria and an adjunct Lecturer at Lagos State University School of Part-Time Studies, Ikorodu where he taught Quantitative and Marketing courses at both Undergraduate and Postgraduate levels. He was also a lecturer at Macau Inter-University Institute (IIUM), now University of Saint Joseph, School of Government, Leadership and Management, Macau, SAR, China from 2009 to 2012. He took up another job with the university as Research Assistant in 2013 to create time for the completion of his Ph.D program. Currently, he is an Assistant Professor with Macau University of Science and Technology, School of Business. Before he joined the academic community in 2005, he had worked with several public and private organizations such as Nigeria Student Loans Board, Sardonyx Investments, MacMillan Publishers, Soltas Nig Limited, Mid-Atlantic Capital Limited and Alpha Groups of Schools all in Nigeria. His days at Redeemer’s University was a successful one, he pioneered the establishment of Marketing Department and facilitate a good relationship within the department and National Institute of Marketing of Nigeria, (NIMN) to assist the majority of the students to become Professional Marketers before their graduation. In the area of research, he has a modest achievement as he is striving to break grounds in his specialized field - International Marketing. His current research work is to develop a model using two parent disciplines of Bilateral Trade Agreements and Foreign Markets Entry to help firms from developing countries to develop their markets internationally.

Isaac Wasswa Katono teaches at Uganda Christian University, where he is the Associate Dean of the Faculty of Business and Administration, and also the Head of Department, Management and Entrepreneurship. He is a PhD candidate of the University of Cape Town, South Africa, and has published works in a number of international journals. He has also presented a number of papers in international conferences. Isaac is a member of the European Association of Science Editors (EASE).

Bengi Kurtulus finished her Bachelor Degree in International Relations, together with a minor in Business Administration at Istanbul Bilgi University, with the third highest score in the department, in 2008. Along with her marketing research career at Ipsos, she had received an MBA degree from Istanbul Bilgi University. In September 2014, she started her academic career with a PhD in Business Administration in the Faculty of Economics at Istanbul University. Currently, she works as a Research Assistant in the department of Business Administration at Istanbul Kemerburgaz University.

Marco Chi Keung Lau is a Senior Lecturer in Strategic Management, International Business and Economics. Previously he held academic positions and involved in developing degree programmes in the UK, Turkey, Hong Kong, and China for over 10 years. Most of his recent research has been in entrepreneurship and innovation, empirical international finance, and macro-econometrics. He has also extensively analysed panel unit root test under nonlinearity and structural break and its application on international purchasing power parity as well as investigated non-linear growth dynamics in China. His
About the Contributors


Zhibin Lin is a senior lecturer and research mentor at Newcastle Business School, Northumbria University, following his appointment at several leading UK universities including Universities of Bristol and Keele. He is also a Yunshan Scholar Chair Professor at Guangdong University of Foreign Studies, China. He has over 10 years of marketing management experience in China’s airline industry before pursuing a career in academia. Dr Lin’s main research area is customer loyalty, ethical consumerism and social media engagement. He has published over 30 academic articles in top-tier international journals and conferences. His work has appeared in Transportation Research, European Journal of Marketing, Computers in Human Behaviour, Current Issues in Tourism, Journal of Brand Management, etc. He received his MBA from the University of Birmingham and PhD from London South Bank University, UK.

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About the Contributors

trepreneurship (ICTHE2012), National Congress on E-Learning Technologies (2013), and International Summit of Istanbul Economists (2013). Her articles were published in reputable academic journals and she has written chapters for well-known books. Her latest books entitled Modern Entrepreneurship and E-Business Innovations and CRM Strategies in the Digital Era were published in USA in 2013 and 2015, respectively. She attended some international conference as keynote speaker and she also presented her research papers at major international conferences and received several scientific publication and best presenter awards.

**Abiodun Elijah Obayelu** started his educational career in University of Ilorin, Kwara State Nigeria where he obtained Bachelor Degree in Agriculture in 1995. In year 2002, he obtained a Master’s degree in Business Administration and a Master of Science degree in Agricultural Economics from University of Ilorin and Ibadan, Nigeria respectively. Obayelu has his Ph.D degree in Agricultural Economics from University of Ibadan. He currently lectures in the Department of Agricultural Economics and Farm Management, Federal University of Agriculture Abeokuta, Ogun State, Nigeria. He has published extensively in both International and Local journals, and has to his credit over 50 publications. Dr. Obayelu has won a number of awards and international recognitions. He is also a member of both international and local associations including the African Association of Agricultural Economists (AAAE), Royal Economic Society (RES), Emerald Literati Network, African Growth and Development Policy (AGRODEP) Consortium, and African Economics Research Consortium Network.

**Sanya Ojo** holds a PhD in Entrepreneurship. He is an accomplished entrepreneur with thirty-five years’ experience. This informs his research interests in diaspora/ethnic entrepreneurship, international business strategy and management. He has the privilege of mobility in career choices, exploring options critically, establishing educational preferences, and placing bets on multiple knowledge paths, as a consequence of his capacity to benefit from high-end knowledge and research. Currently, he operates a goal-oriented consultancy in business and entrepreneurship both in practice and the academic field. He is a Fellow of Higher Education Academy (FHEA) and a visiting Research Fellow at the University of East London, UK. As an award-winner, he has published in reputable academic journals and resources.

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Neha Purushottam is currently working as Associate Professor in the department of Strategy, Governance and Marketing at Graduate School of Business Leadership, University of South Africa. She is an M.B.A with specialization in Marketing and holds Masters in Economics as well. Her fifteen years’ work experience is comprised of teaching, research, consulting and working on various institutional and national level research projects. As an avid young researcher, she has authored several articles and case studies in many international publications. Her area of research interest is inter-linkages among marketing, strategy and sustainability. She has been working in the area of cause-related marketing, green marketing, environmental sustainability, sustainability marketing, sustainable consumer behaviour, sustainability and management education etc. She work as a reviewer for International Journal of Emerging Markets, an Emerald publishing Journal (ISI list of accredited journals), for International Academy of African Business and Development (Canada) and for American Society of Business and Behavioural Science (ASBBS) USA. She is also an active member of Strategic Management Society (USA), American Marketing Association (USA), International Academy of African Business and Development (IAABD) Canada, International Management Research Academy (U.K.) and Allied Academics (USA). She also works as an external moderator for University of Johannesburg.

Rose Quan is a principal lecturer in Strategy and International Business at Newcastle Business School, Northumbria University, UK. Before her academic career, she had been working as Assistant Marketing Manager and Purchasing managers for 12 years in a number of international companies in America, Asian and Europe. Since 2007, Rose has supervised 5 doctoral students (DBA) to successful completion in strategic development and implementations, leadership in SMEs from emerging countries. Her research is concerned with internationalization and strategic management of SMEs; Inward and Outward FDI from emerging markets; and pedagogic research on internationalisation. Rose’s publications include the peer reviewed journal articles and conference articles, as well as book chapters. Her work has appeared in Teaching in Higher Education, Frontiers of Business Research in China, Business and Management Research.

Sawati Basu Roy gained her Masters degree in Marketing Management from Liverpool Hope University and has worked in Marketing Management in Sahara India Pariwar, TNT Express and Barclays, UK. Her research interests include Sensory Marketing, Consumer Merchandising, Retail Venture and the Place Branding of India.

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Adya Sharma has more than 20 years of professional experience. She worked with leading trade house of India for more than 10 years before joining the academic world. She was Head-Marketing department at Symbiosis Institute of International Business before joining Symbiosis Centre for Management Studies as Deputy Director. She has conducted training sessions/ modules for various corporate including Goldman Sachs Women Entrepreneurship program, Amdocs, Godrej, McDonalds, Tata motors Development Centre among others. She has various case studies to her credit and has also written research papers in reputed journals. Her area of research include Consumer Behaviour, Sales Management and Services Marketing.
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