About the Contributors

**Vladlena Benson** works as an Associate Professor at the Kingston Business School in Kingston University. She earned her PhD in 2001 from the University of Texas in Dallas.

**Ronald Tuninga** is the Dean of the Faculty of Business and Law at Kingston University, and is also Dean of the AVT Business School in Denmark. He earned his PhD in 1987 from Temple University. He has experience in publishing journal articles, and has also edited conference proceedings.

**George Saridakis** works as a Professor at Kingston University in the Small Business Research Center. He earned his PhD in 2006 from the University of Essex.

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**Michael Breazeale** is a Marketing educator, researcher, and consultant. Assistant Professor of Marketing at Mississippi State University, he received his Ph.D. from Mississippi State University in 2010 and has taught at Indiana University Southeast and University of Nebraska at Omaha. His primary areas of research encompass consumer-brand connections, branding for nontraditional organizations, the consumption of experiences, and retail atmospherics. Mike has published several articles in publications that include International Journal of Market Research, Marketing Management Journal, Journal of Retailing, and Journal of Business Research, and has made numerous conference presentations relating to his research. He has won multiple awards for both teaching and research, and serves as reviewer for several top marketing journals. Mike is a founding member and organizer of the Institute for Brands and Brand Relationships, which sponsors an annual gathering of marketing scholars and practitioners from around the globe. Mike is co-editor of Consumer-Brand Relationships: Theory and Practice (2012) and Strong Brands, Strong Relationships (2015), both from Routledge Publishing.

**Richard Bull** is a social scientist with a diverse background in energy, behaviour change, waste management and the digital economy. His PhD was an ESRC Case award with Veolia exploring the role of business in society through an examination of whether public engagement and deliberative processes can generate ‘social learning’ and environmental citizenship. Over the last 7 years he has led a range of UK and EU research projects (£500k+) around public engagement and behaviour change and has an ongoing interest in the benefits of public engagement to behaviour change, governance and environmental and corporate citizenship.
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**Radim Cermak** graduated from applied informatics. Currently, he is PhD student at the Faculty of Informatics and Statistics, University of Economics, Prague, where he deals with the issue of cultural differences in the sphere of Internet.

**Nurdilek Dalziel** started her career as a banker working for financial institutions in Istanbul and Ankara at various levels. In her last banking role, she was in charge of a Marketing and Product Development unit. In 2002, Nurdilek decided to transform her financial services background into an academic career in the UK, which resulted in the award of a PhD in 2007. Nurdilek has developed her teaching, supervisory and research experiences as a result of work undertaken with several British universities. Currently she is a Lecturer for Staffordshire University Business School with a particular research interest on relationship marketing, social media, marketing communications and financial services marketing. She also contributes to distance learning programmes at the University of Leicester. Additionally, Nurdilek is a reviewer for International Journal of Bank Marketing and Service Industries Journal, and an editorial board member of American Journal of Economics and Business Administration.

**Andrew Duffy** is an Assistant Professor in the Wee Kim Wee School of Communication and Information at Nanyang Technological University in Singapore. His research interests include travel journalism and User-generated content, and the next generation of journalists.

**Tiit Elenurm** is head of the entrepreneurship department at the Estonian Business School. Ph. D. in 1980 for the dissertation “Management of the Process of Implementation of New Organizational Structures”. Professor Elenurm is manager of the Entrepreneurship MBA programme at the Estonian Business School. Author of more than 120 research publications. Lecturing experience in Germany, France, Poland, Czech Republic and Finland. Research interests include knowledge management, cross-border virtual networking, innovative entrepreneurship and international transfer of management knowledge.

**Tobias H. Engler** received his PhD in business administration from University of Marburg where he is a member of the research group Information Systems. His research on the use of social media in enterprises for collaboration, communication and knowledge management was published in various international journals such as Information Processing and Management and Journal of Retailing & Consumer Services as well as proceedings of conferences such as ECIS.

**Ginevra Gravili** was born in Lecce on 07 October 1969. She graduated in Economic Studies in 1992, and she achieved PHD in Management and Organization in 1996. Since 2002, she is professor of Organization Theory at University of Salento, Department of Economics and Management, Lecce, Italy. She has written numerous books and articles on sme’s, knowledge sharing, social recruitment, HRM of public administration, ICT, social media and organizations.

**Shalin Hai-Jew** works as an instructional designer at Kansas State University (K-State). She has taught at university and college levels for many years (including four years in the People’s Republic of China) and was tenured at Shoreline Community College but left tenure to pursue instructional design work. She has Bachelor’s degrees in English and psychology, a Master’s degree in Creative Writing from
the University of Washington (Hugh Paradise Scholar), and an Ed.D in Educational Leadership with a focus on public administration from Seattle University (where she was a Morford Scholar). She reviews for a number of publications and is editor of several IGI Global titles. Hai-Jew was born in Huntsville, Alabama, in the U.S.

Janet Hontoir, BSc(Econ), PGCE, FCIB, RSA Cert (TEFL), is Senior Lecturer in Financial Markets & Risk at ifs University College. She graduated in Economics from the University of London in 1972 and specialises in monetary and financial economics. She is also interested in financial sustainability and bank-customer relationships.

Maria Hopwood, MA, MSc, is a highly experienced academic and lecturer in the fields of sport public relations, marketing and business and is a published author, accomplished researcher and conference presenter. Prior to joining SMWW, Maria enjoyed a lengthy career in University education having taught at UCFB Wembley, the University of Northampton (UK), Leeds Beckett University (UK), Bond University (Queensland, Australia) and the University of Teesside (UK). Maria has gained extensive experience working with professional sports organisations in both Australia and the UK such as Durham County Cricket Club, Middlesbrough Football Club, Brisbane Roar Football Club and Gold Coast United Football Club. She has also worked with UEFA as an academic consultant. She is a member of the editorial boards for the journals Public Relations Review, the International Journal of Sport Communication and the International Journal of Sport Marketing and Sponsorship.

Vaclav Janoscik graduated from philosophy, history and law. He received his doctorate at the Academy of Arts, Architecture and Design in Prague. He deals with applying philosophy within humanities and its methodology with focus on how do certain discourses establish the concept of subjectivity.

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

Alexander K. Kofinas received his PhD in Organisational Management from Manchester Metropolitan University in 2008. In October 2008 he joined the University of Greenwich as a Senior Lecturer. In 2013 he joined the Department of Strategy and Management as a Principal Lecturer in Management and he is currently programme leader for the Business Management Portfolio. His current interests lie in social media as well as the development of a sound game-based pedagogy of learning.
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Fritz Kohle studied at the Surrey Institute of Art and Design and as a postgraduate at the Northern Media School, Sheffield Hallam University. He currently studies for a PhD at the University of Edinburgh investigating how social media is changing the production value chain in documentary production. In 2009 he obtained tenure at NHTV, University of Applied Sciences, Breda, Netherlands, as a senior lecturer teaching Film & TV production, while continuing his professional production practice. Kohle began his career as a production assistant at companies such as the The Weather Channel UK, working his way up to become Location Manager for a Channel 4 UK feature film (Prometheus), Head of Productions at the Lux Centre London, and Field Producer for iBeam Europe. As a freelance Producer and Production Manager he has produced episodes for Marienhof, one of Germany’s most popular soaps, with a daily viewership exceeding 6 million. In collaboration with the Ludwigsburg Film Academy in Germany, he published the media handbook Medienmacher Heute. Kohle’s projects include post-production management for Studio Babelsberg features in Berlin, such as Wim Wender’s Soul of a Man, and Jackie Chan’s 80 Days Around the World. In addition, he was also involved in various German soaps such as Notruf 110 and Tatort. Kohle was Bigfoot Entertainment’s Head of Post Production until 2007. In June 2007 he joined New York Universities Tisch School of the Arts as Assistant Director for the Production and Post-production Centre, significantly contributing to the establishment of the NYU Singapore Campus.

Robert Kutera is currently holding a position of business analyst in an international research project entitled ActGo-Gate (Active Retiree and Golden Workers Gate) under the Ambient Assisted Living program at Wroclaw University of Economics; Since 2007 he has given lectures and classes at the Wroclaw University of Economics and the University of Business in Wroclaw. His research interests are concentrating on e-business communications and e-marketing, business implications of social media and mobile technologies, online consumer behavior analysis as well as different aspects of information society development. Author of 38 scientific articles and speaker at many scientific conferences, both national and international in the area of business informatics; the beneficiary and participant in 12 research projects in the area of business communications, e-business and social media (including four individual projects) financed from EU funds and grants of Polish Ministry of Science and Higher Education. Privately passionate of motor sports and recreational fishing. In his spare time he likes to get away from the noise of the city to the nature with a fishing rod and a good book, especially a good fantasy one.

Andriew Lim is Professor of Technopreneurship and Innovation in Hospitality at, Hotelschool The Hague in the Netherlands. His current research interests include technology innovation and entrepreneurship in hospitality industry, where he also teaches strategy and innovation courses as well. He holds a bachelor degree in Mechanical Engineering, a master degree in International Business and PhD in Technology Management.

Lukasz Lysik, PhD, is currently working as lecturer and researcher at University of Economics based in Wroclaw Poland in the Department of Information Systems. His main field of interest are mobile technologies, social media, marketing and application of new technologies in omnichannel. He is an active researcher involved in many projects.

Piotr Machura is a science and new technology researcher, experienced both in the academic field as well as in business practice. CEO & Founder of Unitee – advertising agency.
Manoj Maharaj is a Professor of Information Systems in the School of Management, Information Technology and Governance, in the College of Law and Management Studies, UKZN.

Hamish McLean lectures in risk and crisis communication at Griffith University, Australia. He has 30 years’ professional experience in emergency management, journalism and police media, along with operating a crisis and media consultancy for more than a decade with international clients in the health, aviation, law and allied sectors. His PhD is in media and disasters and his research interests are in political communication during disasters and risk communication involving community resilience and disaster planning, response and recovery.

Daithí McMahon is currently writing his doctoral thesis in Media Studies at Mary Immaculate College, University of Limerick where he also earned his MA in the same discipline. Daithí’s research interests include mass media audience participation in particular the convergence of radio and social media, the political economy of media industries and online communities. He is a leading writer and radio producer and winner of several national and international radio awards. He currently lectures in media writing at Institute of Technology, Tralee, Ireland.


Aitziber Nunez is a professor at Business Studies School, at University of Basque Country in San Sebastian (UPV/EHU). She teaches in the field of Strategic Management and Marketing. Research interests include: Business communication through social media, professional networking, sharing knowledge and new ideas in search of business opportunities through Web 2.0 tools.

María Elena Olabarri has a grade in Sociology (1980), a PhD in Political Science and Sociology (1989) and a Full Professor position in Audiovisual Communication and Advertising (2001) at the University of the Basque Country. She teaches “Consumer Psychosociology” in undergraduate courses and “Communication Marketing” for graduate students. Her main lines of research are Consumer Behavior and Advertising Research. Regarding the first line, she has been invited to several congress, received an award to the best research methodology from “La Asociación Europea de Estudios de Mercado,
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Marketing y Opinión Publica” and co-written a book: “El Comportamiento del Consumidor”. In the second line of research, she has made annual evaluations of touristic advertising campaigns of the local government of the Autonomous Region of the Basque Country (in Spain). She has several recent publications in academic journals.

**Monica Pianosi** is a PhD student with a multidisciplinary education in the built environment, sustainable development, behaviour change and social media. She is finalising a thesis that investigates the impacts of social media campaigns on the up taking of pro-environmental behaviours in the non-domestic environment. At the same time, she is working in the social media industry, applying and testing different marketing theories to brand communication.

**Kiru Pillay** received his PhD in 2012. He is a visiting academic and researcher, based at the LINK Centre, University of the Witwatersrand, which focuses on electronic communications policy.

**Inna P. Piven** is a Learning Designer at Unitec Institute of Technology, Auckland, New Zealand. She also teaches Services Marketing and Managing for Growth papers as well as supervises student projects on social media strategies in business. She received her Master of Business from Unitec Institute of Technology and is currently pursuing a PhD in Education at Australian Curtin University. In addition to her teaching, Inna writes journal and conference articles on consumer-brand communications on social media. Prior to teaching, Inna was a brand manager for a leading media holding in the Russian Far East. After moving to New Zealand in 2005, Inna started a family business that she still successfully runs together with her husband. Last year Inna developed a strong interest in education research, specifically on the applicability of social media in the intensive business course delivery. The intent of her PhD research is to investigate what social media has to offer when it comes to student learning experiences, and their academic progress.

**Michael Schulz** is a doctoral student and a member of the research group Information Systems at the University of Marburg. He earned a M. Sc. degree in Business Information Systems from the AKAD Hochschule Pinneberg. His research interest is in Business Intelligence (BI), especially in Self-Service BI.

**A. Skarzauskienė** is an initiator and scientific leader of a priority research program for “Social technologies” at Mykolas Romeris University (MRU). Her research field is application of new technologies in different fields of society life focusing on innovative leadership and management approaches in knowledge society (distributed leadership, collective intelligence etc.). Prof. Skarzauskienė’s research is based on principles of system theory, scientific research publications cover the topics of networked structures, clusters and networked organizations. A.Skarzauskienė was leading the Project for development of Self-managing teams in European Parliament in Luxembourg and Brussels with DEMOS Group Belgium (www.demosgroup.com) 2007-2008.

**Zdenek Smutny** is teaching assistant at the Department of Systems Analysis, University of Economics, Prague and also project manager at Telematix Group. He graduated in applied informatics and media studies. He deals with a wide concept of social informatics: interaction between ICT and humans at the organizational (micro) and society (macro) level and ICT applications in the social sciences.
Thelma Solomon is an emerging researcher who has recently completed her doctoral degree in Massey University, Wellington, New Zealand. Her research explored the strategic marketing practices of the Information and Communication Technology firms. Her areas of interest include strategic Marketing Practices and Social Media in the B2B sector. She has taught in tertiary institutions in India, Singapore and New Zealand. Currently she is working for SYSMAN ICT Ltd in New Zealand.

Oliana Sula is a full-time lecturer at the Department of Management at the University of Durres in Durres, Albania. She is a guest lecturer and a PhD student at the Department of Entrepreneurship at the Estonian Business School. Her thesis focuses on the role of international networks in establishing a youth entrepreneurial culture a comparison between Albania and Estonia. Her research interests include social innovation, social business, social entrepreneurship, entrepreneurial culture, social media, online social networks, virtual teams, philanthropy and CRS.

Rūta Tamošiūnaitė is a lecturer and researcher at Mykolas Romeris Univeristy, Lithuania. She is active in science communication: managing editor of research paper journal “Social Technologies“, member of Academic association of Management and Administration (AVADA) with responsibilities in external communication sphere. Her interest fields are decision making and communication in digital environment.

Patrick Winter is a doctoral student and a member of the research group Information Systems at the University of Marburg. He earned two B. Sc. degrees with distinction from the University of Osnabrück, where he studied Information Systems and Business Administration/Economics. His research areas cover quantitative methods and their applications, primarily in the domain of E-Marketing.

Piotr Wisniewski is Associate Professor at the Warsaw School of Economics (Poland). His interests in social media (SM) concentrate on publicly listed SM companies and the takeup of SM by financial institutions. Piotr brings two decades of executive experience in financial services; memberships of the Chartered Institute for Securities & Investment and the Professional Risk Managers’ International Association.