About the Contributors

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LeAnn G. DeHoff, PhD, is an independent consultant, coach, and researcher, with two advanced degrees in organizational psychology. She achieved her degrees while working in corporate for 15 years where she conducted market research and competitive intelligence within the industries of retailing, service, and technology. In 2015, she achieved her doctorate in International Psychology from The Chicago School of Professional Psychology. Her thesis focused on the process of sensemaking of civil unrest by expatriates during the 2013 Gezi Park Protests in Istanbul, Turkey. In addition to her business career, she is a professor of psychology.

Hande Begüm Bumin Doyduk was born in Ankara in 1983. After graduating from TED Ankara College in 2000, she started her undergraduate education at Bilkent University, Faculty of Administrative Sciences, and Department of Business Administrations. Following her graduation from Bilkent University in 2004, she started working at Burger King Turkey as a brand manager. In 2007, after working at Burger King Turkey for three years, she started her MBA at HEC Paris. During her MBA study, she worked as a
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Emel Gonenc Guler was born in Turkey, in 1965. She received the B.E. degree in 1986 and Ph.D. degree with the title of “Sustainable Tourism” in Istanbul University, in 1996. She is an Associate Professor and has been teaching in The School of Applied Sciences, Tourism Management Department in Trakya University, and Edirne-Turkey since 1996. Her teaching and research focuses on Tourism Marketing, Destination branding, Customer Value. She is interested in Cross-border and Regional Development Projects.

Martin Hannibal holds a master’s degree in Philosophy and received the PhD degree in Entrepreneurship in 2012 from SDU, Department of Marketing & Management. Dr Hannibal has published in several journals such as Journal of International Marketing and International Journal of Innovation & Regional Development on the topic of University start-ups. Dr Hannibal has considerable international experience in research and teaching in entrepreneurship. Since 2013 he has been associate researcher on the international PACE (Promoting a Culture of Entrepreneurship) project.

Janice Hemmonsby is a lecturer at the Cape Peninsula University of Technology and has conducted research into city branding as well as other sport mega-event studies.

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Henrik Gert Larsen, PhD is a native of Denmark, where he in 1998 acquired his masters in Eastern European studies and social science from Copenhagen University. Initially Dr. Larsen pursued a military career and worked as lecturer at the Royal Danish Defense College. Having achieved the Rank of Captain, Dr. Larsen pursued a business career and assumed senior executive positions in Russia, the UK and China, where he is CEO of a multinational subsidiary. In 2012 Dr. Larsen acquired his PhD from the Chicago School of Professional Psychology, where he, alongside his business career, has assumed the role of professor and authored several publications on city branding and Shanghai.

Erica Liu is currently the programme leader of BA (Hons) Interior Architecture & Design in the University of Hertfordshire. Before joining the University, Erica was an interior and exhibition designer in the Far East for over 10 years. Erica continued her profession in the UK and obtained a PhD in Cultural Studies. She is keen to support young people and women in getting a career in the construction industry and acts as a consultant for the Pinkspiration Social Enterprise. Erica advocates multi-disciplinary collaboration and her projects have won 33 national awards. Her research interests include place branding and vernacular practice in architecture.

Charles (Chuck) Lubbers, PhD, is a Professor in the Department of Media & Journalism at the University of South Dakota. He came to USD in 2005 and served as the Department Chair through 2010. Prior to his move to USD, he was on the faculty of the A. Q. Miller School of Journalism and Mass Communication at Kansas State University for 14 years. As the Assistant Director of the Miller School, Lubbers was in charge of graduate program and research activities. Dr. Lubbers has over 75 academic publications and over 110 convention presentations at national and international conferences. While he has conducted research in a wide range of areas, one of his primary research interests involves marketing, advertising and public relations for the travel and tourism industry. Dr. Lubbers has been an instructor at the university level for more than two decades.

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Ebru Uzunoglu is an Associate Professor and works as the Head of the Public Relations and Advertising Department at Izmir University of Economics (IUE). Currently, she is Acting Dean of the Communication Faculty at IUE. She teaches courses on Marketing Communications, Campaign Design in Integrated Marketing Communications (IMC), IMC Projects, Principles of Public Relations, and Brand Management. Her research interests include integrated marketing communications, brand communica-
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