About the Contributors

**Alamira Reem Bani Hashim** is an Emirati urbanist with a PhD in City and Regional Planning from the University of California Berkeley. Her dissertation explored and documented the urban history of Abu Dhabi, United Arab Emirates, tracing the physical morphology of the city as well as the politico-institutional mechanisms and economic development factors that shaped this change. Alamira Reem has a Bachelor’s degree in Architecture from the University of California Berkeley and a Master’s degree in Urban Planning from the University of Southern California. She has written and presented on a number of topics involving Abu Dhabi and Dubai, such as place branding, urban design and sustainability. Alamira Reem’s philosophy for cities is that they are for and about the people. She is a strong advocate of place-making and livability, and strongly believes there should be an emphasis on the manipulation of these concepts based on the context and culture of a place. By continuing to engage in research, writing, and design, Alamira Reem hopes to see these concepts translate into the built environment at home.

**Ali Turan Bayram** was born in 1984, in Istanbul. After completing his undergraduate education of Department of Tourism and Travel Services on Akdeniz University in 2006, He graduated in Travel Management and Tourism Guidance from the University of Gazi in 2009. Bayram gained his MSc in Tourism Management degree in 2012 and gained his PhD degree in Tourism Management the University of Gazi in 2016. He worked as a research assistant on School of Tourism and Hospitality Management, University of Sinop. Between 2012 and 2016, Bayram worked as a lecturer at Beypażari Vocational School, University of Ankara, and he is assistant prof. at the School of Tourism and Hospitality Management, University of Sinop since 2016. His current research interests include social media marketing, alternative tourism, e-commerce, e-service quality and tourism promotion.

**Aysê Banu Bıçakçî** completed her undergraduate degree at Ankara University in 1999 on Italian Language and Literature. She took her MA degree in 2004 at Yeditepe University and her doctoral degree in 2009 at Anadolu University, on Public Relations. Dr. Bıçakçî has lectured at Yeditepe University’s Public Relations and Publicity department since 2006. Her research and publications focus on history of public relations, corporate social responsibility, city branding, and sustainability. She has publications in the Public Relations Review and many international books. Dr. Bıçakçî recently co-authored a chapter in an upcoming Routledge book. She is currently on the editorial board of Global Media Journal, Turkish edition and a referee for Public Relations Review, Special Issue on PR History. Dr. Bıçakçî is a member of EUPRERA, ECREA and IAMCR.
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Nick Clifton is a Professor of Economic Geography and Regional Development at Cardiff School of Management, Cardiff Metropolitan University, UK. His main research interests lie in the fields of regional economics, small business and entrepreneurship, networks, innovation and creativity, regional culture and branding.

Candi Clouse is the Program Manager in the Center for Economic Development at the Maxine Goodman Levin College of Urban Affairs at Cleveland State University. In her current role, she conducts economic impact modeling, data analysis, and industry research. Ms. Clouse is a Ph.D. candidate in Urban Studies with a focus on economic development.

Ashutosh Dixit is a professor of Marketing at CSU. He has over 25 years of management, administration, and leadership experience in industry and academia. He obtained his Bachelor of Technology from Indian Institute of Technology, MBA from XLRI, Jamshedpur, and Ph.D. from Georgia Tech. Prior to his academic career, he has served as a senior executive in the information technology industry where he was a top performer.

Zeynep Genel completed her undergraduate degree at Istanbul University on Public Relations and Advertising in 1998. She took her MA degree in 2008 at Marmara University on Communication Studies. She took her doctoral degree in 2015 at Yeditepe University, on Media Studies. Genel has lectured at Yeditepe University’s Advertising Design and Communication department since 2014.

Maşide Gürcü is a Lecturer at the Department of Medical Services and Techniques at Bozok University, Yozgat-Turkey. She is graduated from Department of Nursing at Erciyes University. She received her Masters Degree from the Department of Business at Bozok University. Currently, she is studying her PhD at the Healthcare Management at Gazi University. She focuses on specific subjects such as health service quality, healthcare management and health service marketing. She is author of papers published on national and international journals and conference proceedings.

Sonya Hanna is a Lecturer in Marketing at Bangor Business School, Bangor University, UK. She has a Ph.D. in Strategic Place Brand Management, an MBA in General Management and an LLB (Hons.) in Law. Her research interests are focused on place branding and in particular the process of strategic place brand management, considering place brand communications in the digital arena and looking at the development of brand architecture and the provision of the brand experience. She has published in various journals, including Journal of Marketing Management, Town Planning Review, International Journal of Market Research, Place Branding and Public Diplomacy, Journal of Town and Country Planning Association and Tourism Management.

Mehmet Emin Inal was born in 1967, after graduated from High School, got into the Business Department of Ankara University. He was graduated from Master’s program in Production Management and Marketing of Marmara University in 1994 and then Production Management and Marketing Doctoral program in 1998. He is Professor at Alanya Alaaddin Keykubat University. He is a head of department of International Trade Department.
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**Ashish Kumar** is an assistant professor at the Department of Marketing, Aalto University School of Business. His research interests include digital marketing, social media marketing, multichannel retailing and health marketing. He received his PhD in marketing from the School of Management and an MA in economics from the College of Arts and Sciences, respectively, from the State University of New York at Buffalo. He also has an undergraduate degree in computer science from India. His research has been published in journals such as the Journal of Marketing, Information Systems Research, and Journal of Retailing.

**Ihsan Kurar** was born in 1983, after graduated from Kahramanmaras Anatolian Management and Tourism Vocational High School in 2000, got into the Department of Business Accommodation of Mersin University. He was accepted to the Master’s program in Economics in 2007 and then Tourism and Hospitality Doctoral program in 2012.

**Katja Udir Mišič** (Ph.D., University of Ljubljana, 2014) completed her undergraduate degree on design at the Academy of fine arts and design at University of Ljubljana. She is a teaching assistant at the Faculty of Electrical Engineering and Computer Science at the University of Maribor, Institute of Media Communications since 2003. Her main research interests lie in the fields of City Marketing, Graphic marketing, Visual communication and Graphic design.

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**Tuğba Özböülü** earned her bachelor’s degree in Business Administration from Anadolu University in 2008. She received her master’s degree in marketing from Cumhuriyet University and won a scientific research award from Turkish Ministry of Science, Industry and Technology with her master thesis. She holds a PhD in marketing from Erciyes University and her thesis focuses on an online brand community with a netnographic approach. She is currently an assistant professor of marketing and teaches undergraduate and graduate marketing classes. She has published several papers in the area of online communities and brand management. Her research interests include brand communities, online communities, consumer tribes, qualitative research methods and netnography.

**Selda Uca Ozer** was born in 1981 in Elazığ. Took her Bachelor degree from Anadolu University of Tourism and Hotel Management College. Then, she accepted for integrated phd program in Anadolu University. She finished the Phd program at the Graduate School of Social Sciences (Department of Tourism and Hotel Management) in Anadolu University. She currently works as an Assistant Professor for Trakya University at the Department of Business Administration.
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Bhaskar Padigala is an Environmentalist and Ornithologist. He is currently working as Senior Programme Officer in WWF-India. He pursued his MSc in Environmental Science from Bharti Vidyapeeth University, Pune and MTech in Climate Change and Sustainable Development from Center for Environmental Planning and Technology University, Ahmadabad. His specialisation is in climate policy, urban studies, traditional knowledge, remote sensing and GIS.

Klement Podnar, PhD, is Professor at Marketing and Public Relations Department at the Faculty of Social Sciences, University of Ljubljana. He teaches Corporate Communication, Visual Communication and Marketing. His research interests lie in corporate marketing and communications, corporate social responsibility and brand identification. His publications include journals such as the European Journal of Marketing, Journal of Public Policy & Marketing, Journal of Marketing Communications, Journal of Business Research, Public Relations Review, and Corporate Communications – An International Journal.

Jennifer Rowley is a Professor in Information and Communications in the Department of Information and Communications, Manchester Metropolitan University, UK. She has previously held a number of other academic posts in the UK. Her research interests are wide ranging and embrace information and knowledge management, e-marketing, branding, and relationship marketing. She has published widely, including recent articles in Journal of Marketing Management, Marketing Theory, Journal of the American Society for Information Science and Technology, Journal of Information Science, International Journal of Information Management, and Internet Research. Recent books include Being an information innovator, Facet, 2011 and Leadership: the challenge for the information profession (with S Roberts), Facet, 2008. She is Editor of the Journal of Further and Higher Education, and Associate Editor of the Journal of Marketing Management.

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Philip Speranza is an assistant professor in the School of Architecture and Allied Arts at the University of Oregon and directs the Life, City, Adaptation: Barcelona Urban Design Program. He holds a Masters of Architecture from Columbia University, a Bachelor of Science in Architecture with minor in Philosophy from the University of Virginia, and is a practicing architect. Design projects in the US and Spain have included urban design, public art works with artist Janet Echelman, infrastructure, mixed-use and housing. His research interest in urban design and computing investigates new geographic information workflows using in-situ data collection of urban phenomena.
Dilaver Tengilimoğlu is a Professor of Health Care Management at Atilim University Department of Management, Ankara-Turkey. He is also Director of Graduate School of Social Sciences of Atilim University. He graduated from Hacettepe University, Department of Health Administration in 1984. He received his PhD from Gazi University Business School (2005). He has taught Introduction to Marketing, Services Marketing, Health Care Marketing, Health Care Management, among others, at both graduate and undergraduate levels public and private universities. His research interests include health care marketing, health management, health tourism, public relations, social media and marketing ethics. He has 12 books, 25 International journal papers and 50 national paper many scientific journal published. He has also presents 50 papers national and international congresses. He has run a project for the Ministry of Health and World Bank and he has been Project managers of the EU Leonardo da Vinci Project between 2010-2012. He has been guest editors of the Journal of Health Marketing Quarterly in 2007. He is a reviewer and a member of Editorial Board of many International Journals. He is editor in Chief of International Journal of Health Management and Tourism. He is a well known academician in health care management field in Turkey.