About the Contributors

Mohinder Chand Dhiman is currently Professor and Chairperson in Tourism and Hotel Management at Kurukshetra University – Kurukshetra, India. Prof. Mohinder’s teaching interests have been in Travel Agency Management, HRM in Hospitality and Tourism, Hospitality Finance & Accounting, and Hospitality Strategic Management. As a part of his research program, he has published more than 100 research papers and authored/co-authored eight books in Tourism and Hospitality. He has supervised more than 20 PhD and M.Phill scholars. He has developed/designed various courses in tourism & hospitality at university level. He has been in expert committees of universities and other government institutions. Presently, he is the editor of International Journal of Hospitality and Tourism Systems. Prof. Mohinder is serving as Editorial Board member of many international and national journals. He is also General Secretary of Indian Hospitality Congress (IHC).

* * *

Ankush Ambardar is an Assistant Professor of Hotel Management at the University of Kurukshetra. He holds a Bachelor Degree in Hotel Management (BHM) form University of Bangalore (2002), a Master of Hotel Management (MHM) form University of Kurukshetra (2004), and has earned his Ph.D. in Training and Development Practices in hotels of India from University of Kurukshetra (2011). He is having blend of industry and teaching experience. His area of interest includes Accommodation Operations and Human Resource Development. He has attended and presented papers in numerous seminars, conferences and workshops. He has also published research papers in journals of repute. His long-term research agenda encompasses several philosophical and strategic topics of tourism and hospitality areas.

Glyn Atwal is Associate Professor at Univ. Bourgogne Franche-Comté, ESC Dijon-CEREN, France. His teaching, research, and consultancy expertise focuses on marketing in emerging markets. He is co-editor of The Luxury Market in India and Luxury Brands in Emerging Markets published by Palgrave Macmillan.

Pawan S. Budhwar is Professor of International HRM at Aston Business School, United Kingdom. Pawan has published over 90 articles in leading journals (such as HRM, OBHDP, JIBS, JOB, Human Relations, Organization Studies, BJM) on people management related topics with a specific focus on India and has also written and/or co-edited 12 books on HRM related topics. He is the Editor in Chief of British Journal of Management and an Associate Editor of Human Resource Management, a Fellow of the Higher Education Academy and British Academy of Management, a chartered member of the Chartered Institute of Personnel and Development and an Academician of the Academy of Social Sciences.
**María del Carmen Caba-Pérez** is an Assistant Professor in the Public Management Sector at the University of Almeria and General Manager of the University of Almería. Her research is concerning to online transparency of public administration; nonprofit organizations and Venture Capital sectors. Dr. Caba’s strong research and teaching activity has led to her being accredited as a Full Professor by ANECA, Spain’s National Agency for Quality Assessment and Accreditation. She is author of several articles published in JCR publications including The American Review of Public Administration, International Review of Administrative Science, Online Information Review, Government Information Quarterly, Voluntas, Latin American Research Review or Public Administration and Development, Public Relations Review, Information Development, etc. Also, she has written more than 15 book chapters (Kluwer Academic Publishers; IGI Global, Springer, CappelenAkademiskForlag).

**Juana Alonso Cañadas**, Dr. in Public information, is senior lecturer at the Department of Economics and Business at the University of Almería (Spain). Her research interests are focused on the financial information disclosures on the Web. She is author of numerous articles in national and international journals, Revista Española de Capital Riesgo, SSRN Electronic Journal, etc.

**Himadri Roy Chaudhuri** is Associate Professor of Marketing at International Management Institute, Kolkata. He holds a PhD from the University of Calcutta, India. His research interests lies in culture consumption theory, consumption, and well-being. He has published in leading international journals, such as the Journal of Consumer Behavior, Academy of Marketing Science Review and Asia-Pacific Journal of Marketing & Logistics.

**Vinay Chauhan**, Ph.D., SCHE (Switzerland) is working as a Professor in The Business School, University of Jammu. Jammu. Prior to joining academics, he has worked with the industry for two years. His area of specializations includes Tourism Management, Research Methodology, Consumer Behaviour and Marketing Research. Besides active participation at seminars and conferences, his articles and research papers have been published in the journals of International repute like Elsevier (U.K.), Tourismos (Greece), Journal of Tourism Challenges & Trends (Romania), International Journal of Social Ecology and Sustainable Development(USA), Journal of Services Research(India) etc. He is also on a review board of many international journals.

**Sushma Rewal Chugh**, Ph.D. in tourism, started teaching tourism in H.P.University in 1996. Her areas of interest are tourism marketing and issues related to women and tourism. Presently she is heading the tourism department of H.P.University. She has many research papers covering various aspects of tourism to her credit. Prior to her career in academics, she was managing sales and marketing department of a domestic airlines. She has been regularly invited as a tourism resource person by various Universities.

**Cynthia H. W. Corrêa** is an Assistant Professor of Information and Communication Technologies at the School of Arts, Sciences and Humanities, University of São Paulo, Brazil. Dr. Cynthia has coordinated research projects and has taught on the topics of e-Marketing, Communication and Culture, and Innovation for undergraduate and graduate students.
About the Contributors

Ashish Dahiya. Founder Professor & Head, Department of Tourism and Hotel Management, Central University of Haryana, Mahendergarh, prior to join central university, he served as Director at Institute of Hotel & Tourism Management, Maharshi Dayanand University – Rohtak, Haryana, India. He also serves as Jt. secretary to Indian Hospitality Congress. Besides being the founder editor of India’s First Hospitality Journal - JOHAR: Journal of Hospitality Application & Research he also serves as a Managing Editor of Journal of Tourism – An International Journal. He is also Associate Editor of International Journal of Hospitality & Tourism Systems and serves on International Board of Various International and National Journals of Hospitality & Tourism. Dahiya has been founder member of Department of Hotel Management & Catering Technology BIT Mesra Ranchi India and Pre Opening member of Hotel & Tourism Management at BIT International Centre UAE. He has served as an Associate Professor at Centre for Mountain Tourism & Hospitality studies, HNB Garhwal Central University – Srinagar Garhwal- Uttarakhand India. Owing two books to his credit he has published various research appears on Hospitality & Tourism. He has organised various national conferences, seminars and workshops. His name also features in Asia Pacific Who’s Who. He has been associated with Oberoi Hotels & Resorts, Taj Hotels Palaces & Resorts, Indian Tourism Development Corporation in Industry.

Ajay Kumar Dogra is Assistant Professor (Hospital Management), University Institute Of Applied Management Sciences, Panjab University, Chandigarh, India. He is specialised in Hospital Management, Pharmaceutical Management, Medical Tourism, and Operations Management. Dr. Dogra has published 7 Publications in national journals and books and 2 International publications besides attending international and nation conferences.

N. N. Dogra, Professor & Chairman, Department of Geology and Dean, Research & Development (Former Chair, Departments of: Earth Sciences, Atmospheric & Oceanic Sciences and Biochemistry). Specialized in Micropaleontology, Integrated Stratigraphy, Fuel Geology with implications of biostratigraphy, biochronology, palaeogeography, palaeobiogeography, palaeoenvironment & palaeoclimates for Earth History interpretations.

Pooja Dogra is Deputy Manager (Operations), Ivy Hospital, Nagar, Mohali, Punjab, India. Her area of interest is Hospital Management, Operations Management, Human Resources Management and Medical Tourism. She has published 5 Publications in national journals and books and 1 International publication besides participating in national and international conferences.

Shelley Duggal is Assistant Professor, Department of Tourism and Hotel Management, Central University of Haryana, Mahendergarh, India.

Trinh Phuong Dung has a great academic record in the field of tourism and hospitality. She belongs to Vietnam and completed her hospitality education from Switzerland. She did her bachelors from IMI, Switzerland and MBA in Hospitality from Victoria School of Management, Switzerland. Presently she is associated with Ton Duc Thang University, Vietnam and working as Lecturer in Hospitality and Tourism. She has good industry as well as academic experience.
S. K. Gupta, a Professor in Tourism in Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal University (A Central University), Srinagar Garhwal, Uttarakhand, India, is committed in imparting knowledge through research and innovation in the field of Tourism and Hospitality since last 22 years. His expertise in areas of tourism planning, Travel Trade, Community based Tourism promotion and technological innovation in tourism and hospitality industry are widely acclaimed. He has undertaken many national research projects to deal with regional issues of tourism promotion. Prof. Gupta has delivered guest lecturer in many international and national universities. He has published six books both as author and editor, several research papers in national and international journals and edited books.

Xing Huibin is an Associate Professor in Department of Tourism at Hebei University, Baoding, China.

Veronika Kabalina is Professor in Human Resources Management at the National Research University Higher School of Economics (Moscow, Russia). She has published widely in Russian and English on work and employee relations, management restructuring, labour markets and corporate social responsibility in Russia.

Ramesh Kait is working as Assistant Professor in the Department of Computer Science & Applications, Kurukshetra University, Kurukshetra, Haryana (India) since 2002 onward and having research in the field of wireless networks Security. He attended and published around twenty papers in international and national journals/Conferences and workshop in the fields of wireless networks communications.

Anastasia A. Katou is an Assistant Professor of Organisational Strategy at the Department of Business Administration, University of Macedonia, Thessaloniki, Greece. Her research interests include human resource management, organizational behaviour, and business strategies, with a focus on organizational performance. She received a BA and an MBA from the University of Sunderland, U.K., and a PhD and a PGDip from the Cardiff University, Wales, U.K. She has published numerous articles in leading academic journals, including the International Journal of Human Resource Management, Thunderbird International Business Review, Employee Relations, European Management Journal, European Journal of International Management, Personnel Review, Management Research Review, International Journal of Manpower, Journal of World Business, and Human Resource Management.

Eleni F. Katsouli is a Professor of Economics at the Department of Applied Informatics, University of Macedonia, Thessaloniki, Greece. Her research interests include International Economics, with a focus on European Economics. She received a BSc in Economics from the Graduate Industrial School of Thessaloniki, Greece, and a PhD from the University of Macedonia, Greece. She has published numerous articles in leading academic journals, including Public Choice, Economics Bulletin, Journal of European Economy, International Journal of Sustainable Economics, International Journal of Applied Econometrics and Quantitative Studies, Agricultural Economics Review, Studi Economici, Rivista Internazionale de Scienze Economiche e Commerciali, and Agricoltura Mediterranea. She has also written books or book chapters on European Economics related topics.

Vikrant Kaushal, UGC NET (JRF), is a research scholar at Central University of Himachal Pradesh and has research interests in destination branding, tourism education, and travel and societal aspects.
**About the Contributors**

**Sonia Khan** is an Assistant Professor of Tourism at Himachal Pradesh University, Shimla. She has more than 15 years of teaching experience. Having taught in India, Cyprus, Malaysia and distance teaching for a university in Canada, her research interest lies in Cross Cultural Studies and Consumer Behavior in Tourism.

**Suvidha Khanna** is working as an Assistant Professor in SHTM since 2007. Prior to that, she worked in the Department as UGC-JRF for 2 years. She pursued doctorate in the area of hospitality, relating Gender issues and HRM. She also did PGDBA, PGDJMC and PGDHRM. She has attended workshops as an expert for revising the curriculum of three years diploma programme in “Travel and Tourism” for the state of J & K at NITTTR, Chandigarh. Her articles and research papers have been publishing in various books, magazines and journals. She has also participated in national and international conferences and seminars. She has been presented the best paper award at the Indian hospitality congress, 2008 by the international journal of cotemporary hospitality management.

**Stella Kostopoulou** is an Assistant Professor in Department of Economics at Aristotle University of Thessaloniki, Greece.

**Amit Kumar** is currently working as Assistant Professor in Directorate of Distance Education, Kurukshetra University, Kurukshetra and is responsible to deal with various academic and administrative activities related with student admission, student counselling, conducting of personal contact programmes and revision of syllabi and study material. He earned his Masters and Doctorate degree in Tourism from Kurukshetra University and MBA in International Hospitality from IMI, Switzerland. He has participated and presented research papers in various International and National Seminars/Conferences/Workshops along with research publications in International and National reputed journals. He is also visiting faculty at IHM, Jyotisar and also in the panel list of paper setting and evaluation for UG and PG courses in Tourism and Hotel Management of various Universities.

**Satish Kumar** is working as an Assistant Professor in Department of Geology, Kurukshetra University, Kurukshetra, Haryana (India). Author’s research interests include Engineering Geology and Geohazards.

**Sunil Kumar** is PhD Research Scholar, Department of Tourism & Hotel Management Kurukshetra University. Mr. Kumar is also working as Manager in Trail Blazer Tours India Pvt. Ltd. Gurgaon, India. He is specialised in inbound tourism.

**Anastasia Lagashova** hails from Russia and she acquired her MBA in International Hospitality from IMI, Switzerland. She possesses great academic and professional skills in the field of hospitality has worked in renowned hotel chains such as Kempinski and The Ritz Carlton Hotel Company. She loves to travel and explore new places. Presently she is settled in Greece and is involved in the business with her husband.

**Chang Lee,** Ph.D., CHA, is an Associate Professor at Department of Recreation, Hospitality and Parks Management, College of Communication and Education, California State University, Chico.
Azizan Marzuki is an Associate Professor at the School of Housing, Building and Planning, Universiti Sains Malaysia, Penang, Malaysia.

Sitanath Mazumdar is Professor of Systems and Marketing at Calcutta University, India. He has held several senior positions at Calcutta University such as Dean, Faculty Council for Post Graduate Studies in Commerce, and Governor of the PhD Committee for the Department of Business Management. He has published widely and is the recipient of numerous awards for his work.

Barry O’Mahony is Professor and Dean Faculty of Business University of Wollongong Dubai, UAE. Professor O’Mahony holds a PhD from the University of Melbourne, Australia. Professor O’Mahony’s ongoing research interests surround marketing, hospitality and tourism. He has published three scholarly books, 16 book chapters, 35 refereed journal articles, 35 conference papers, 9 research monographs and numerous editorials and articles in knowledge exchange journals, as well as contributions to published text books and conference presentations on these subjects.

Chander Mohan Parsheera, Ph.D in tourism, started teaching tourism in HP University in 1999. Since year 2011, He is a fellow of Royal Geographical Society, London and for the session 2010-2012, he was nominated member for the global board of Pacific Asia Travel Association (PATA). He is specialized in destination planning and adventure tourism and supervised three students for Ph. D research from HP University, Shimla and one student from Kyoto University, Japan so far. He has provided technical consultancy for climbing expeditions of Bhagirathi III, Kedar Dome, Mount Mahindra and Mount Satopant to different climbers of Europe. Presently He is working on designing strategies for a frontier tribal region of Western Himalaya connecting its music, history and river heritage with future prosperity of locals.

Marina Predvoditeleva is an Associate professor in the School of Business Administration at the National Research University Higher School of Economics (Moscow, Russia) where she has taught undergraduate and graduate courses in general management, service management and hospitality and tourism management since 1995. Dr. Predvoditeleva’s research interests include destinations management and hospitality management.

Kira Reshetnikova is an Associate Professor in Human Resources Management at the National Research University Higher School of Economics (Moscow, Russia). Her area of interest includes employee relations, organizational conflicts and organizational design.

Maria del Mar Gálvez Rodríguez is senior lecturer at the Department of Economics and Business at the University of Almería (Spain). Her research interests are focused on the financial information disclosures on the Web, on the management system and financial information in the public sector. She is author of numerous articles in national and international journals, including Online Information Review, Internet Research, Voluntas, Latin America Research Review, Public Relations Review, Information Development, etc. Also, she has written some book chapters (IGI Global and Springer).
About the Contributors

Prakash Chandra Rout, a research Scholar at Centre for Mountain Tourism and Hospitality Studies, HNB Garhwal University, is actively involved in the area of Community Based Tourism Promotion. The scholar is also associated with a major research project on Community Based Tourism. He has wider interest in rural sociology, mountain development and regional macroeconomics.

Laura Saraite is a PhD student at the Department of Economics and Business at the University of Almería (Spain). Her research interests are focused on the financial information disclosures on the Web. She is author of numerous articles in national and international journals.

Suman Sharma is an Assistant Professor in the Department of Tourism and Travel Management, Central University of Himachal Pradesh. Qualified UGC NET.His PhD and area of expertise remains in the Destination Branding studies. Besides research interests in Tourism Marketing and Destination Management he is also a keen academician and a trainer in travel and tour operations.

James F. Sillitoe at Institute for Professional and Organisational Learning, University of Ballarat, Ballarat, Australia.

Nilanjana Sinha is Assistant Professor (Marketing) at NSHM Business School, Kolkata. She is also a research scholar currently pursuing her PhD in the area of cultural branding from Calcutta University. Her research interest lies in experiential marketing, consumer identity, and culinary culture. She has published in academic journals and contributed to several books.

Vanida Sophonsiri is Faculty of Tourism and Hotel Management Mahasarakham University, Thailand.

K. B. Subhash has a Ph.D in Commerce (University of Calicut) and Postdoctoral studies in the area of Venture Capital Financing. He is professor at the Department of Commerce, Goa University. His research interest includes applied statistics in venture capital financing, entrepreneurship development, as well as tourism and hospitality studies. Presently working on ‘Multi-stakeholder evaluation of National AYUSH Mission’.

O. P. Thakur is working as an Assistant Professor in Dept. of Geology, Kurukshetra University, Kurukshetra, Haryana (India). The Author’s research interests include Palynology, Coal Petrology, Palynofacies Analyses and Hydrocarbon Source Rock Evaluation.

Alistair Williams is Associate Professor at Johnson & Wales University, US. He holds a PhD in Experiential Marketing form Leeds University and has worked extensively in the hospitality sector internationally. Alistair has published a number of articles and books focused on marketing hospitality in contemporary markets.