About the Contributors

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**Alev M. Efendioglu** earned his PhD in Management from LSU-Baton Rouge and he teaches Competitive Strategy at MBA and undergraduate levels. His primary research interests are in Strategy and Competitive Advantage and Use of Technology in global environments. His research has focused on organizational implications of technology (e-commerce), distance education and training (e-education and e-training), globalization and outsourcing, and industry evolution. His current research interest also includes the Small/Family Business issues. He is the author of two books, chapters in eight other books (*Small Business Clustering Technologies: Applications in Marketing, Management, IT and Economics; Outsourcing & Offshoring in the 21st Century – A socio economic perspective; Chinese Economic Transition and Its Impact on Marketing Strategy; Encyclopedia of E-Commerce, E-Government and Mobile Commerce; Digital Economy: Impacts, Influences and Challenges; Online Distance Learning: Concepts, Methodologies, Tools, and Applications; The Design and Management of Effective Distance Learning Programs;* and *Encyclopedia of Online Learning*), and articles in numerous professional publications, including *Business Horizons, China International Review, Journal of Asia-Pacific Business, Journal of Small Business Strategy, SAM Advanced Management Journal,* and *Interacting with Computers.* He is a recipient of a number of School of Business and Management (SOBAM) outstanding research and service awards, and his research has been recognized by other researchers in the field. For the first eight months of its publication in 2004, his research paper titled “Chinese Culture & E-Commerce: An Exploratory Study” was listed on the 25 most requested journal articles list as number 1 and has constantly been listed in the TOP TEN of this list since then. It is currently (on 9/24/2007) listed as number 6. His research “Acceptance and Use of Information Technology among Small Retail and Service Businesses,” was awarded the “best paper in the Small Business/Entrepreneurship Track” award at the Western Decision Sciences Institute, Twenty-Sixth Annual Meeting in 1997. For his recent research presentation at The Global Business & Economics Research Conference in August 2007, he was awarded the “Best Presenter Award”. He has served at various times as chair of SOBAM’s many faculty committees (including Peer Review and Academic Standards Committees), Coordinator of the Management Teaching Area, and the Coordinator of USF-EMBA Program for Guangdong Enterprises in China (Hong Kong, Shenzhen, and Guangzhou). He holds leadership positions in a number of do-
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