About the Contributors

Brychan Thomas is a Senior Research Fellow in Small Business and Innovation and Deputy Leader of the Welsh Enterprise Institute at the University of Glamorgan Business School, UK. His main research interests lie in innovation and small business, SMEs and technology transfer networks, technology transfer and internet adoption in the agri-food industry, higher education spinout enterprises, and science communication and education. As such he has been involved in a number of projects examining technology transfer and small firms in Wales. He has a science degree and an MSc in the Social Aspects of Science and Technology from the Technology Policy Unit at Aston University and a PhD in Science and Technology Policy, CNAU/University of Glamorgan. He has produced over 250 publications in the area of science communication, innovation and small business policy, including the book “Triple Entrepreneurial Connection”, and is on the Editorial Advisory and Review Board of the International Journal of E-Business Management, the Editorial Review Board of the International Journal of E-Entrepreneurship and Innovation and the Editorial Advisory Board of IMJ – International Management Journals. During the academic year 2008/2009 he has been on secondment as a Fellow of the Advanced Institute of Management at the Centre for Technology Management, University of Cambridge.

Geoff Simmons is a Lecturer in Electronic Marketing within the Department of Marketing, Entrepreneurship and Strategy at the University of Ulster. Geoff lectures on a range of undergraduate and postgraduate marketing programmes. He graduated from the University of Ulster with a BA (Hons) MA and PhD. Geoff’s PhD studied the area of small business Internet adoption. His main research interests are in this field and in the Internet branding field. Geoff has published in these areas in leading international academic Journals such as: European Journal of Marketing, Journal of Strategic Marketing, International Small Business Journal and the Journal of Small Business and Enterprise Development. Geoff lectures at under and postgraduate levels on E-Commerce and has consulted widely in the area particularly with small businesses.

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Daniela Andreini is assistant professor and researcher in the department of business and administration at the University of Bergamo (Italy) and she holds a doctorate in marketing from “La Sapienza” University of Rome. Her research on marketing has included the introduction of e-commerce channel in the commerce of Italian typical products and the return of investment in internet marketing activities. Her current research and teaching activities concern the development of multichannel commerce, branding online for B2C commerce and virtual communities.
About the Contributors

Martin Beckinsale is a Senior Lecturer & Researcher in Strategy and Management at Leicester Business School (DMU). As a module leader, his teaching focus relates to EBusiness, Service Operations and Business Research Issues and Analysis. He is a research team member of CREME (Centre for Research in Ethnic Minority Entrepreneurship). His academic background began in Strategic Technology Management, Small Firms and Innovation. Currently, he specializes in Information Communication Technology (ICT), EBusiness, Ethnic Minority Businesses (EMBs) and SMEs. Recent funding, through the ESRC Business Placement Fellows Scheme, sees his research focusing on the development of Ethnic Minority Business Support. The primary objective is in the area of ICT and eProcurement capacity building amongst Ethnic Minority Businesses. A critical aspect of his research focus is the development of the ‘action research methodology’ assisting and enabling policy development and delivery.

Paul Beynon-Davies is professor of business informatics at Cardiff Business School, Cardiff University. Before taking up an academic post, Professor Beynon-Davies worked for several years in the Informatics industry in the UK both in the public and private sectors. He still regularly acts as a consultant to the public and private sector particularly in the area of ICT and its impact on organisational performance. He has published widely in the field having 11 books and over seventy academic papers to his name. Professor Beynon-Davies has engaged in a number of government-funded projects related to the impact of ICT on the economic, social and political spheres. He was seconded part-time to the National Assembly for Wales (NAfW) as an evaluator of its Cymru-ar-Lein/Information Age strategy for Wales and was director of the eCommerce Innovation Centre at Cardiff University from 2006-2008. This centre was the home of the Broadband Observatory for Wales.

Roman Boutellier is a professor and Chair for Technology and Innovation Management at the Department of Management, Technology and Economics (D-MTEC) at ETH Zurich since 2004. Since 1999 Prof. Boutellier has been a titular professor at the University of St. Gallen (HSG). In 1979 he received his PhD in Mathematics and worked as a postdoctoral fellow at Imperial College in London. His work has appeared in R&D Management, Harvard Business Manager, ZFO and Drug Discovery Today. Roman Boutellier has held several leading positions in industry and has been a member of the management of Leica, Heerbrugg as well as CEO and delegate of the board of directors of the SIG Holding AG, Neuhausen. He is a member of the board of directors of several Swiss large-scale enterprises. The focus of his research is the management of technology driven enterprises with a specific focus on innovation.

David Deakins holds a Chair in enterprise Development and is Director of Dumfries Campus at the University of the West of Scotland. He is now responsible for strategic development at the Dumfries campus whilst maintaining his research interests and conferences connected with enterprise development and entrepreneurship. David’s research interests include the finance of small firms, rural enterprise and ethnic minority enterprise. He co-authors a successful textbook on Entrepreneurship and Small Firms, published by McGraw-Hill and now in its 5th edition which was published in February 2009. He will take up a Chair in Small Business Management and Entrepreneurship at Massey University, NZ from 1st September 2009 and retain a Visiting Professorship at UWS.

Daniel Doiron is a professor in the Faculty of Business at the University of New Brunswick Saint John, Canada, where for the past six years he has been teaching in the areas of Management Information Systems, New Venture Development, Small Business Management, Competitive Strategy and Managing
Innovation at both the undergraduate and graduate levels. He also serves as the Director of the Electronic Commerce Research and Training Centre. Daniel has been involved in founding four technology startups, the most recent of which is a company which provides a GIS based Marine Electronics solution to the global in-shore fisheries market. Daniel began his career in the telecommunications industry in 1984 following graduation from the University of New Brunswick where he received a Bachelor degree in Electrical Engineering. In 1991, Daniel received a Masters Degree in the Management of Technology from the Sloan School of Management at MIT.

Hatem El-Gohary is a Lecturer in Marketing and Business and a Marketing researcher at Bradford University School of Management (Bradford, West Yorkshire, UK) and Cairo University Business School (Cairo, Egypt). He has more than 14 years of experience in academia and worked as the marketing director of a multinational company, a general manager for an Egyptian company and as a marketing consultant for a number of national and multinational companies. His research interests include: Electronic Marketing, Electronic Business, Electronic Commerce, Internet Marketing and Small Business Enterprises. He has published in journals such as the Journal of Business and Public Policy, Journal of International Business and Finance, International Business & Technology Review and the International Journal of Business Science and Applied Management.

Kyoko Fukukawa is a Senior Lecturer in Marketing at Bradford University School of Management, UK. Her research interests include ethical decision-making in consumption and business practices, and corporate social responsibility of MNCs concerning their policies and strategic communication. Her publications have appeared in the Journal of Business Ethics, Journal of Corporate Citizenship, and others.

Laura Galloway is a lecturer in entrepreneurship at Heriot-Watt University, Edinburgh. She recently introduced a new undergraduate degree in Management with Enterprise to the university, and leads and teaches various modules on entrepreneurship and enterprise. Her research interests include rural entrepreneurship, electronic business, entrepreneurship education and minority entrepreneurship. She publishes in a variety of peer reviewed journals and books on entrepreneurship and enterprise.

Jo Jones is a senior lecturer specialising in e-business, information systems and general management. She has been lecturing at the Newport Business School since 1997. Jo is jointly responsible for the management of the Undergraduate Business Programmes and is the course tutor for all first year full time Business degree and HND students. Jo recently played an instrumental part in the revalidation of all undergraduate Business Programmes, which included the introduction of degrees in Accounting, Business and Economics, Accounting and Economics and Business Studies. Before commencing her career as a lecturer, Jo worked in industry for ten years. Her final role was as a Business Analyst in a Business Development Division of a leading utility; specialising in spreadsheet modelling. Jo studied part time for an HNC in Business and Finance, a Postgraduate Diploma in Business Administration (Distinction) and a Masters in Business Administration at the University of Wales, Newport. She then completed a P.G.C.E. at the University of Wales, Newport and has recently completed a M.Sc. in E-commerce (Business) at Swansea Institute of Higher Education. Jo’s research interests include Strategic Implications of E-Business (she has published several conference papers in this field) and Learning and Teaching. She is currently engaged in research with Ruth Gaffney-Rhys that considers the implications
of the National Student Surveys 2005 and 2006, both of which highly ranked the B.Sc./BA Business Courses.

Paul Jones is currently Divisional Head of Enterprise and Economic Development at the University of Glamorgan Business School and has worked in higher education for over 17 years. He has had 18 journals published in refereed journals, given over 40 conference papers and several book chapters in edited books. His areas of research interest include information technology usage in the small enterprise sector, entrepreneurship education, business incubation and e-learning. He is currently the Track Advisor on the E-business Track within the annual ISBE conference having been Track leader for several years. He is a guest lecturer in several European higher education institutions in France, Germany, Poland and the Czech Republic.

Michael Kyobe is an Associate Professor of Information Systems at the University of Cape Town, South Africa. He holds a PhD in Computer Information Systems and a Master’s degree in Business Administration. Prior to joining academia, Michael worked in the IT industry for a number of years. He has consulted extensively with the public and small business sectors in Information systems management, IT development & evaluation and Computer security. His research interests include: SMEs, Strategic alignment; Strategic Information Systems Planning; Computer Auditing & Security; IT resource utilization & Knowledge management.

Bee Theng Lau is a lecturer in the School of Computing and Design at Swinburne University of Technology, Sarawak Campus, Malaysia. She received a PhD in Computer Science and Information Technology from the University Malaysia Sarawak. Her research interests include: e-commerce; face image processing, facial expressions pattern recognition, and communication application for disabled children and adults. She has presented at a number of national and international conferences and published numerous papers in international journals.

Simon McCarthy is Head of Professional Programmes at the University of Glamorgan Business School and is also the ACCA programme leader. His role involves teaching on the Accounting and Finance degree (which is where the online summative assessment of his research interests has practical application), and various Masters and professional programmes. He is also the person responsible for professional body accreditations. His main research areas include: Business Angel Networks, Small Business Finance and Marketing, Sports Finance, and the use of Online assessment on accounting courses. He has undertaken consultancy work for the Knowledge Exploitation Fund (KEF) in Wales, Industrial Society, Welsh Water, WDA and a Work Based Learning Project. He has published and presented conference papers in the areas of Small Business, Economics and Accountancy.

Fiona McMahon is a Lecturer in Advertising at the University of Ulster. She has 10 years experience working in advertising and marketing from both a client and agency perspective. The majority of her career has been spent working for and consulting with small businesses. In 2006 she obtained an MSc with Distinction in Industrial Practice, with particular emphasis on small firm internet adoption. She is currently undertaking doctoral research investigating how small firms can optimise new media technologies to create customer value and increase competitiveness.
Christopher Miller is a Principal Lecturer in Small Business Management/Head of Consultancy and Deputy Leader of the Welsh Enterprise Institute at the University of Glamorgan Business School. He is also scheme leader for the MSc International Business and Enterprise at the Glamorgan Business School. Dr. Miller’s areas of expertise include Small Business Management, Innovation Generation, Business Planning, Business Growth and Enterprise Education. He has more than 30 research papers published in international refereed journals and some 30 published conference proceedings papers. He is a Fellow of the Higher Education Academy and a member of the Institute for Small Business and Entrepreneurship.

Lyndon Murphy originates from Ystrad, in the Rhondda Valley, South Wales. He was educated at Tonypandy Grammar School and the University College of Wales Aberystwyth. He is currently an Academic Leader at Newport Business School. In collaboration with Jo Jones and Huw Swayne, Lyndon has published several journal articles and conference papers in ebusiness. Further, he has worked with the Welsh Assembly Government to develop case studies exploring the impact of broadband accessibility on Welsh business performance. Lyndon’s current research interests focus upon innovation policy in Wales. This research evaluates both business and social innovation policy outcomes.

Aodheen O’Donnell is a Senior Lecturer in Communication and Advertising. Her PhD research was in the area of small firm marketing, with a particular focus on how small firm owner-managers build networks and use the process of networking to further their businesses. In addition, Aodheen has engaged in research within the tourism and financial services sectors. A particular research interest is the relationship between face-to-face communication and remote, technologically based communication in a financial services context.

Gary Packham is Director for Enterprise for the University of Glamorgan and Head of Programmes for the Glamorgan Business School. He recently managed the prestigious Federation of Small Business’ Lifting the Barriers Survey and acts as the Institute of Small Business and Entrepreneurship’s regional champion for Wales. Previously, Dr Packham was Head of Division for Enterprise and Economic Development and was academic delivery manager for the circa £14 million ESF project - e-College Wales. He has published widely in the areas of enterprise and small business management and has extensive experience of developing and delivering enterprise and management education. Dr Packham is a Member of the Chartered Management Institute, the Institute for Leadership and Management and a Fellow of the Higher Education Academy. He is also a director of Age Concern Morgannwg Ltd.

David Pickernell is Head of the Welsh Enterprise Institute and Professor in Economic Development Policy at the University of Glamorgan Business School. He is also Adjunct Professor in the School of Management at Queensland University of Technology in Brisbane Australia. He has had over 50 articles published in refereed journals, given over 30 conference papers and had a number of chapters in edited books. His research areas encompass Foreign Direct Investment and Local-Global interactions, Economic Integration, Clusters and Networks, Regional Economic Development Policy, Construction, Universities and economic development, innovation, festivals and events in social enterprise and capital building, as well as socio-economic effects of gambling. He has also undertaken research and consultancy for a range of organisations, including the OECD, EU, Welsh Assembly Government, Queensland Government,

Modapothala Jashua Rajesh is a Lecturer in the School of Business and Enterprise at Swinburne University of Technology, Sarawak Campus, Malaysia. He received a PhD in Commerce from Sri Krishnadevaraya University, India. His research interests include strategic use of information technologies/systems, data mining, corporate social responsibility and environmental related studies. He has presented at a number of national and international conferences (inclusive of IEEE) and has a good publishing record.

Marta Raus works as a research associate with the Chair of Technology and Innovation Management at the Department of Management, Technology and Economics (D-MTEC) at ETH Zurich and at SAP Research Lab Zurich since 2006. She is a PhD candidate in Management with a focus on Business Innovation at the University of St. Gallen (HSG). Her research focuses on diffusion of IT innovations and value assessment models in the field of e-government at European level. Marta gained her MSc in managerial and production sciences at ETH Zurich with emphasis on integrated product development and technology and innovation management.

John Sanders is a lecturer in strategic management in the School of Management and Languages at Heriot-Watt University. He teaches strategic management courses to both undergraduate and postgraduate students. In addition, he teaches a small business management course to final year undergraduate students. Previously he held a lecturing position at Massey University, New Zealand, and taught International Business and General Management courses. His research efforts focus on organisational alignment, small firms and innovation management. His PhD investigated strategic fit within a University setting. Beyond research and teaching, he provides academic and administrative support for Heriot-Watt University’s distance-learning and International Management and Languages (IML) programmes.

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Huw Swayne is Divisional Head of Design at the Cardiff School of Creative & Cultural Industries at the University of Glamorgan’s new ATRiuM Campus at the heart of Wales Capital City. Huw manages provision that includes BA (Hons) programmes in Animation, Graphic Communication Interior Design, Fashion Design and Promotion, as well as a range of taught Masters Awards. Previously as a Principal Lecturer in Design he wrote, delivered and led the highly successful MA Graphic Communication which attracted a large EU development grant. Prior to this he developed many Undergraduate and Foundation Level Awards in Design subject areas seeing the subject area grow from a 60 student base, to over 600 in the past 10 years. Highly active in University Quality Assurance activities he has chaired over 30 validation events for a large number of internal panels and external bodies. A Member of NSEAD; National Society for Art & Design Education, his research interests include curriculum design and course development, skills gaps in Graphic Design SMEs, Entrepreneurship in design, and impact of ebusiness on graphic design providers, publishing a number of conference papers in the pro-
About the Contributors

Piers Thompson is a lecturer in economics at the Cardiff School of Management within the University of Wales Institute, Cardiff (UWIC). Prior to this he worked on the Welsh component of the Global Entrepreneurship Monitor (GEM) project, the world’s largest international study of entrepreneurial activity and attitudes. His research interests are in small firm finance, ethnic entrepreneurship and macroeconomic investment patterns. His work on topics relating to small business and firm start-up activity has been published at a number of international conferences.

Myfanwy Trueman is a Lecturer in Innovation and Marketing at Bradford University School of Management. Her research focus is on how design and visual evidence of change can enhance city brands. This work is grounded upon a series of ongoing projects with the local business community and Bradford’s landscape planning department. Previous work examined how design can add brand value and reduce risk in new product development. She has published in journals such as the Journal of Marketing Management, Journal of Brand Management, Journal of Place Branding and public Diplomacy, Long Range Planning, Product Innovation Management, Corporate Communications: An International Journal, Design Studies and World Class Design to Manufacture.

Peter van der Sijde read (educational and theoretical) psychology at the VU University Amsterdam and after a short period as educational consultant he obtained a Ph.D. position at the University of Twente. After his Ph.D. he worked as research coordinator for educational research. He then moved to the domain of technology transfer and entrepreneurship at the same university and was co-founder in 2001 of the Dutch Institute for Knowledge Intensive Entrepreneurship (Nikos). In 2008 he moved to the VU University as an associate professor. His research interests are research spin-offs and the interaction between university and industry. He serves on the editorial boards of several journals (Industry & Higher Education, International Journal of Entrepreneurship & Innovation, International Journal of Globalization and the Small Business, International Journal of Innovation and Regional Development).

Ingrid Wakkee obtained a Ph.D. in international entrepreneurship from the Institute of Knowledge Intensive Entrepreneurship (Nikos) at the University of Twente in 2004, and is currently working as Assistant Professor at the VU University, The Netherlands. Her research interests lie within the field of entrepreneurship and (social) networks. In particular she has studied born global firms and high tech startups. Further to this, virtualization of business and networking has been an important element in her research. Her current research interests continue to involve the role of social and virtual networks in innovative ventures including the role of embedded ties in new venture creation, and market-driven social entrepreneurship. As a sideline Ingrid also conducted several studies in the field of entrepreneurship education. Her research has been published or is forthcoming in the International Small Business Journal, International Entrepreneurship Journal, International Journal of Knowledge Management Studies, and several edited books by Edward Elgar.

Robbie Williams is a researcher based at NEO. Previous assignments include working on the Welsh element of the Global Entrepreneurship Monitor (GEM) project, which is recognized as the world’s
largest international study of entrepreneurial activity. His research interests are in small rural firm’s entrepreneurship, capability and interaction with government rural development policy. Present research focus is on the role and impact of Social Enterprise in deprived areas of Wales. His work on topics relating to small rural business, social enterprise activity and enterprise education has been published at a number of international and national conferences.