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Christopher Douce is a Senior Research Fellow within the Open University Institute of Educational technology where he is currently performing research to learn how to improve the accessibility of virtual learning environment systems. Chris is a tutor for two different courses: a postgraduate course entitled Accessible e-Learning, and an undergraduate computing course called Fundamentals of Interaction Design. Chris holds a PhD in Computation from the University of Manchester, UK. Before joining the Open University he worked in industry for a number of years where he helped to design a range of educational technology products that could be used to help teach scientific and engineering principles.

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Michael Haenlein is Professor of Marketing at ESCP Europe. He holds a PhD and a MSc from the WHU, Otto Beisheim Graduate School of Management. Michael’s research lays in the areas of customer relationship management (CRM) and database analysis, as well as stochastic marketing models and structural equation modeling. Within these domains, Haenlein is particularly interested in the management of unprofitable customer relationships and the inclusion of social network effects and Word-of-Mouth behavior into customer lifetime value (CLV) calculations. He is author of various research publications in leading English-speaking journals, including the *Journal of Marketing, the Journal of Product Innovation Management* and the *European Management Journal*. He is part of the Editorial Review Board of the *Journal of Marketing*. As a consultant, he has collaborated with major companies in the telecommunications and financial services industry to develop and refine their CRM strategy.
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Elin K. Jacob is an Associate Professor in School of Library and Information Science, Indiana University. She received her PhD from University of North Carolina – Chapel Hill in 1994. Her research interest lies on representation of knowledge, including theories of classification and categorization; indexing systems as cognitive scaffolding; design, implementation and evaluation of ontologies and metadata schemes; and information architecture; and philosophy of information.

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Harilaos Koumaras was born in Athens, Greece in 1980. He received his BSc degree in Physics in 2002 from the University of Athens, Physics Department, his MSc in Electronic Automation and Information Systems in 2004, being scholar of the non-profit organization Alexander S Onassis, from the University of Athens, Computer Science Department and his PhD in 2007 at Computer Science from the University of Athens, Computer Science Department, having granted the four-year scholarship of National Centre of Scientific Research “Demokritos”. He has received twice the Greek State Foundations (IKY) scholarship during the academic years 2000-01 and 2003-04. He joined the Digital Communications Lab at the National Centre of Scientific Research “Demokritos” in 2003 and since then he has participated in numerous EC-funded projects, namely SOQUET-IST/FP5, ATHENA-IST/FP6, ENTHRONE-II-IST/FP6 and ADAMANTIUM-ICT/FP7, in which he is the assistant project manager. Since 2004, he is a principal lecturer at the Business College of Athens (BCA) teaching modules related to Information Technology and Mathematics, and at the City University of Seattle teaching Data Networks and Local Area Networks. His research interests include objective/subjective evaluation of the perceived quality of multimedia services, video quality and picture quality evaluation, video traffic modelling, digital terrestrial television and video compression techniques. Currently, he is the author or
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