About the Contributors

Ozlem Bak currently holds a Senior Lecturer position at University of Brighton Business School. She has worked previously in consultancy, and mainly in multinational automotive corporations. She has received her PhD from University of East Anglia, Norwich Business School for which she has been awarded a highly Commended Award (Emerald/EFMD Outstanding Doctoral Research Award). She has several publications in the area of e-supply chains and automotive industry.

Nola Stair is a Principal Lecturer in International Collaborations and Learning Technology for the University of Greenwich Business School in London, England. Previously, she held the position of Senior Information and Instructional Technology Specialist at Johns Hopkins University in the Center for Educational Resources in Baltimore, Maryland. Nola has over 20 years of experience in both administrative/academic positions and assisted with the development and implementation of one of the first Web-based RN to BSN degree programs in the United States for the University of Maryland Baltimore, School of Nursing. Her educational background includes a BSc in Education/Educational Computing and an MBA focusing on the management of Information Technology. She has published articles/book chapters in the area of e-learning and presented at numerous international conferences. Nola’s research interests involve the integration and assessment of technology in administrative, teaching, and learning processes.

David Anyiwo is the Chair of the Department of Management Information Systems at Bowie State University in Bowie, Maryland. He earned his PhD in Systems Engineering from the University of Virginia and completed a comprehensive program of Advanced Study in Intelligent Decision Systems at the National Defense University. Dr. Anyiwo is an internationally recognized scholar who has led innovative research efforts at several U.S. and international universities, public agencies and corporations. He provided technical leadership in the building of the electronic commerce domain of the DARPA Agent Mark-up Language (DAML). His work spans the fields of integrated systems and software engineering, robust/sustainable system designs and architectures, secure/intelligent network centric systems, agent-based computing, and Semantic Web development. He has published several technical papers in leading professional journals and conference proceedings, and has served on the program and advisory committees of numerous national and international conferences.

Virginia Barba-Sánchez is an Associate Professor of Business Organization at the Department of Business Administration of the University of Castilla-La Mancha (Spain), where she received her PhD
with a European mention and doctorate award. She’s currently the head of the research group ENSITMA (Environmental Strategy Interdisciplinary Team & Management), and has authored a large number of refereed articles and conference papers in the field of business organization with regard to the environmental management, ITCs applications in management, and entrepreneurship.

Kim Bryceson is an Associate Professor in the School of Integrative Systems at the University of Queensland, Australia. Kim’s current research focuses on value chain analysis and ICT applications in agri-food supply and value chains along with their impact on traceability systems including compliance issues associated with the retail sector and automation, the role they have in developing the sustainability of food industry chains in relation to ‘carbon footprint’ and lean (waste) management, and their role as platforms for information and knowledge dissemination through the development of innovative training environments. Additionally she is very interested in the modeling of agri-food supply and value networks to investigate emergent behaviours and the development of risk and/or performance management strategies.

Wilhelmina Djoleto is the founder, President, and CEO of the CulRitzWil Co., a management and computer Information Systems consultancy and a culinary services company. Wilhelmina holds a Bachelor of Science degree in Computer Science, a Masters degree in Applied Computer Science and a Doctor of Philosophy degree in Organizational Leadership from the University of Maryland Eastern Shore. Dr. Djoleto also held the positions of Database Manager/Administrator and Lecturer at the University of Maryland Eastern Shore and as Adjunct Professor at Bowie State University, taught both graduate and undergraduate students. She has authored and co-authored several research publications spanning symplectic integration for power systems and the impact of e-business on institutions and organisations. Dr. Djoleto serves as a reviewer for numerous journals.

Brian Gugerty DNS, MS, RN has been in the clinical informatics field for 22+ years holding academic, management and leadership roles in healthcare delivery organizations (Director on Nursing Informatics), healthcare information technology (HIT) companies (Product Manager; Sr. Research Analyst) and academia (Assistant Professor). Dr. Gugerty is presently in independent consultancy in clinical informatics where he assists healthcare delivery organizations, HIT companies, educational institutions and governments with electronic health record implementation, change management, evaluation of HIT, clinical terminology/ health information exchange initiatives, design of clinical Information Systems and informatics business opportunities in the US and internationally. He is active in the American Medical Informatics Association as well as other professional societies and initiatives. Dr. Gugerty has published widely and presented on informatics topics including clinical documentation, evaluation of healthcare information systems and HIT project management.

Debbie Holley is a Principal Lecturer in Teaching and Learning at London Metropolitan University Business School. Since joining the University from industry, she has become very interested in the use of technology to facilitate learning and encourage students to engage with their studies both on and off campus. As part of the Reusable Learning Object Centre of Excellence for Teaching and Learning (www.rlo-cetl.ac.uk) team, she is working with students to develop interactive learning materials. These resources are peer reviewed and freely available to the educational sector. Her research focuses on the
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**Petros Ieromonachou** is a Principal Lecturer based at the University of Greenwich Business School in London. Before joining Greenwich in 2007, Petros worked at the Open University, where he is currently acting as Visiting Research Fellow. His doctorate was in transport policy implementation and his varied research interests include sustainable transport and urban development, tourism transport, and intelligent transport systems. As well as transport research, Petros also undertakes studies in pedagogy, including e-learning, technology and management of higher education. He has recently studied technology aspects of e-learning and their relevance with planning and management. Petros has nearly ten years of working experience in higher education institutions; from conducting research and contributing to the writing of CPD courses at the Open University, to teaching and supervising at undergraduate and postgraduate levels at the University of Greenwich and contributing policy papers and guidelines relating to the Business School’s teaching and learning strategy.

**Alicia Izquierdo-Yusta** is Associate Professor at the Department of Marketing of the University of Castilla-La Mancha (Spain). She has participated in different conferences and seminars worldwide and has written several articles in different high standing international journals in different international journals (Innovar, European Journal of Marketing etc.). Her main research lines are e-commerce, technologies adaptation, marketing communications, sales promotions, and product and services innovation. Dr. Izquierdo-Yusta is a member of the following associations: European Marketing Academy (EMAC) and The European Association for Education and Research in Commercial Distribution (EAERCD).

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**Raechel Johns** is an Assistant Professor in Marketing at The University of Canberra in Australia. Author of numerous publications, including two books, Raechel is a passionate researcher. Her main areas of interest include relationship marketing and service dominant logic. More broadly, she researches business-to-business marketing, Internet marketing and services marketing, however she has an interest in most aspects of marketing. Raechel has taught marketing in Australia, Singapore, China, and Hong Kong and has consulted to Australian and international organizations. Prior to her academic career, Raechel worked in marketing for the retail, telecommunications and IT industries.
Georg Juelke is a senior consultant with Capgemini in the Netherlands, one of the leading technology and business consultancies, where he designs, builds and implements data warehouse solutions for large domestic and international clients. Prior to his work as a consultant, he held the post of Vice President of Business Intelligence at Adecco, the world’s largest staffing and recruitment company. Working out of the UK and Spain, he headed the design and development of Adecco’s global client and candidate data warehouse systems, enabling the company to grow its international business. By building worldwide business intelligence systems, Adecco introduced international customer and candidate analytics to the industry and was able to rapidly expand its international servicing capabilities. He holds an MA in Literature and Psychology from the Ludwig Maximilian University in Munich, Germany, and sat on the board of editors for the SAIS (School for Advanced International Studies) Review at the John Hopkins University in Washington D.C.

Chad Lin is a Research Fellow at the Centre for Behavioural Research in Cancer Control, Curtin University, Australia. Dr. Lin has conducted extensive research in the areas of: e-commerce, e-health, health communication, health informatics, IS/IT investment evaluation and benefits realization, IS/IT outsourcing, IT adoption and diffusion, RFID, social marketing, strategic alliance in healthcare, and virtual teams. He has authored more than 100 internationally refereed journal articles (e.g. Decision Support Systems, European Journal of Information Systems, Information and Management, International Journal of Electronic Commerce, European Journal of Marketing, Technovation, Medical Journal of Australia, and ANZ Journal of Public Health), book chapters, and conference papers in the last five years. He has served as an associate editor or a member of editorial review board for 7 international journals and as a reviewer for 11 other international journals. He is currently a member of the Research & Development Committee in the Faculty of Health Sciences at Curtin University.

Michael Maranda has over 25 years of experience in applied research. He holds a Doctorate in Sociology and a Master’s of Psychology from NYU, and a graduate certificate in UN Studies from Long Island University. His experience includes conducting applied research and policy analysis. Topics he has studied have been related to health, healthcare, substance abuse, education, criminal justice, poverty, and ethnicity. He has worked for the University of Maryland’s School of Nursing, Battelle Centers for Public Health Research and Evaluation, and NYS Office of Alcoholism and Substance Abuse Services/NDRI. Also, he has been a consultant to the UNHCR/the Ministry of Health of the Republic of Cyprus, the EU’s Public Health Executive Agency, the European Anti-smoking Network, and a visiting scientist at the National Institute for Alcohol and Drug Research in Oslo, Norway. Recently, he has been collaborating with Gugerty Consulting on evaluating the implementation of a healthcare informatics projects.

Ana Marr BSc (PUCP, Peru), MSc (LSE, UK), PhD (SOAS, UK) is Reader in International Development Economics and Director of the International Microfinance Research Group at the Business School and Senior Research Fellow at the Natural Resources Institute, University of Greenwich. Ana has over 15 years working experience in microfinance and financial market development, conducting research, consultancy and lecturing in various UK institutions. Prior to joining the University of Greenwich, she worked at the London School of Economics, the Institute of Development Studies (University of Sussex), and the Overseas Development Institute. Her extensive overseas experience includes long- and short-term assignments in Africa (Tanzania, South Africa and Zimbabwe), Asia (Bangladesh, India,
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**Sharon Nachtigal** obtained her Bachelor in statistics, her Masters in Information Systems at Tel-Aviv University, and her PhD degree at Royal Holloway, University of London, UK. Her PhD thesis was concerned with introducing a new security paradigm for e-business security and developing a model and methodology for e-business organisation information security. Sharon works as a staff member at Engineering College, Tel-Aviv, at Royal Holloway (DL program in E-commerce Security), University of London, UK, and is also involved in business information security policies and management projects. Her research work is focused on information security management; in particular e-business security, and her professional and academic interests include information security compliance, user privacy, risk management, cyber terror, and all aspects of organisational security.

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