About the Contributors

Kamna Malik is currently an Associate Professor of Information Systems and Assistant Dean, Research at U21Global Graduate School, Singapore. Dr. Malik’s work profile is a good mix of practice, teaching, research and academic administration. She has a wide range of experience with leading business organizations and business schools in the region. She has been involved with management education for over 18 years and has conducted courses for many variants of management programs in face to face as well as pure online setting. Her teaching interests include strategic Information Systems, software design and quality, and e-business. Her research focus lies in enabling better use of information technology for improved business value. She has published books, edited books and research articles in the areas of Information Systems strategy, software quality, e-learning and collaborative Web. She is an active conference organizer and reviewer for peer reviewed journals.

Praveen K. Choudhary is a BE and PGDBM (Marketing) from XLRI Jamshedpur, India. He has around 16 years of experience in industry, teaching, and consultancy. He has extensive experience in enterprise level process applications, QA, program management, consulting, and process definitions activities for QA – including post business acquisitions for international clients. An active guest faculty for many premier b-schools like IMT Ghaziabad and MDI Gurgaon, in the region, he has published one book titled “Software Quality – Practitioner’s Approach” published by Tata McGraw Hill, and several national and international papers in field of quality, operations and supply chain management. His broad academic and industry focus lies in next generation Web, e-commerce and supply chain management, bringing business value through process excellence, and quality enabling organization culture change.

Zacharoula Andreopoulou holds a BS degree in Mathematics, a BS degree in Forestry and Natural Environment and a PhD degree in Forest Informatics, all from the Aristotle University of Thessaloniki, where she is currently an assistant professor in the Laboratory of Forest Informatics and teaches courses on networks and Web services, databases, project management, and software programming. Her Ph.D. dissertation concerns the contribution of IT within forest service in Greece. Her scientific and research interests include networks, Web services and Web design, databases and project management in natural environment, sustainable development, and regional development applications. She is a co-author in books “Forest Informatics I’ and ‘II,” she has participated many international and domestic conferences, and her recent publications include papers in International Journal of Business Information Systems, Journal of Environmental Protection and Ecology, Mediterranean Journal of Economics, Agriculture and Environment, International Journal of Operational Research, International Journal of Applied Systemic Studies.
Florian Birke studies Information Systems at the Technische Universität Braunschweig, Germany. His main focus is information management, Web technologies, and human computer interaction. In addition to his studies he worked for Siemens Transportation Systems in Braunschweig as well as in New York City, NY. His field of responsibility ranged from the supervision of an intranet Webpage to the process of designing and establishing an Information System. At the moment he is in the final stages of his studies and will finish it at the end of 2010. In his thesis, he will address virtual innovation communities, open innovation, and game-based open innovation.

Burcin Bozkaya is a Senior Lecturer of Management Science at Sabanci University. He received his Ph.D. from Alberta University. Burcin research interests lie in operations research including: operations management, combinatorial modeling and optimization, heuristic algorithm design and optimization, transportation and logistics planning, Geographical Information Systems, and applications. This work has been published in European Journal of Management, European Journal of Operational Research and Interfaces.

Saayan Chattopadhyay is an Assistant Professor in the Department of Journalism and Mass Communication at Baruipur College, Calcutta University. After a stint as a journalist, he is currently engaged in research and academics. He has published articles and book chapters in Sarai Reader, Senses of Cinema, Gyanpratha, Sussex Academic Press, among others. His research interests include, postcolonial journalism, new media, performative theory and masculinity studies.

Nikhil Chaturvedi is a Director in the Industry Business Unit (IBU) – Mining & Mill Products at SAP Asia Pte. Ltd., Singapore. He is also the Global Lead for SAP Solution Management for Mining Industry. Nikhil is a Petroleum Engineer from Indian School of Mines and MBA from JBIMS, University of Mumbai. He is also a Certified Production & Inventory Management (CPIM) professional from APICS, USA. Nikhil has an experience of over 15 years and has been associated with the natural resources industries through engineering operations, business & IT consulting and SAP solutions related work. He is also the Committee Member for Society of Petroleum Engineers, Singapore chapter.

Roma Chauhan is working as Assistant Professor, Computer Science Department, Institute of Management Education, Sahibabad, India. She has obtained her Masters in Computer Science from Jamia Hamdard, Hamdard University, New Delhi. Prior to joining academics, she worked with leading corporate giants in software project development. She has conducted multiple programming languages training sessions on different programming languages to impart improved technology absorption. Her approach is towards practical oriented, industry based learning and implementation. She has inclination towards research and has research papers published at national and international level in journals and conferences. Her research interests include semantic Web, Web mining, business intelligence, and technology enhancement to meet critical business requirements.

Ritu Chauhan is pursuing her Ph.D. in computer Science from Jamia Hamdard, Hamdard University, India. As a keen academician and researcher, she has been involved with number of responsibilities such as development of curriculum in data mining and analysis for several data mining techniques at her university. She has contributed number of research papers in field of medical data mining. Her research
interests include statistical analysis of medical and spatial databases using data mining algorithms as well as developing data mining algorithms. As an author, she has published her research papers in leading conferences and journals at national and international level.

**Mladen Čudanov** got his magister degree at Faculty of organizational sciences in 2006 and is finishing his PhD thesis. Currently he is in assistant position at Faculty of Organizational Sciences, University of Belgrade. He has been visiting for one semester as an assistant professor in joint programs of iVWA from Germany and Jiangsu College of Information Technology from Wuxi and Zhuhai City Polytechnics from Zhuhai in China. He has (co)authored 3 books and more than 40 journal and conference articles. He has consultant experience in more than 50 projects, some of which were in major companies of Serbia and neighboring countries. His major research interests are influence of ICT on organizational design, restructuring of business systems, and organizational change.

**Ronan de Kervenoael** is a Lecturer of Marketing at Sabancı University and network Lecturer at Aston University. He received his Ph.D. from Sheffield University, UK. Ronan has a particular interest in choice and anti-choice investigating both consumers and within the supply chain actors through their everyday practice. His wider research interests lie under the umbrella of consumer behavior and retailing, the principal theme being the socio-spatial context of consumption. He is currently particularly interested in the Information Communication Technology change situation of emerging markets and associated strategies. This work has been published in Environment & Planning A, World Development, Journal of Industrial Relation, International Journal of Retail & Distribution Management, International Review of Retail Distribution and Consumer Research.

**Arhlene A. Flowers** is Assistant Professor of Integrated Marketing Communications in the Department of Strategic Communication at the Roy H. Park School of Communications, Ithaca College, N.Y., where she teaches writing, public relations, and meeting and event planning. Her research encompasses virtual worlds, interactive marketing, visual literacy, social media application in crisis communications, and marketing to children. She also has two decades of industry experience in global public relations agencies and in-house marketing departments in New York City and Toronto. Born in Hawaii and raised in New York, Arhlene holds a Bachelor of Arts from New York University and a Master of Professional Studies from the New School in New York City. She is a member of the Public Relations Society of America, International Communication Association, and National Communication Association.

**Kimberly Gregson** served as Assistant Professor in the Department of Television-Radio at the Roy H. Park School of Communications, Ithaca College, N.Y., specializing in game design and research methods, from 2002 to 2010. Her publications on virtual worlds, websites, and online communication have appeared in book collections and academic journals. She also has conducted classes, events, and research in Second Life. She received her Ph.D. in Mass Communication from Indiana University and an M.S. in Information Science from Indiana University-Bloomington, and a B.A. from the University of Missouri-Columbia.

**Jesper Holgersson** is a PhD student at the University of Skövde and the University of Örebro. His main research area is focused on development of e-government services and how to incorporate consum-
ers into the development process. He has participated in several national research projects focusing on development and usage of Web services and e-services.

**Pankaj Kamthan** has been teaching in academia and industry for several years. He has also been a technical editor, participated in standards development, served on program committees of international conferences, and is on the editorial board of a number of journals including the International Journal of Technology Enhanced Learning and the International Journal of Teaching and Case Studies. His research interests include Conceptual Modeling, Software Quality, and Web Engineering.

**Kathrin Kirchner** finished her studies in computer science in 2000 and in adult education in 2006. She completed her doctorate in 2006 on spatial decision support systems for the rehabilitation of gas pipeline networks in Jena. Since then, she has held a post-doctoral research and teaching position in the Department of Business Information Systems at Friedrich Schiller University Jena. Her research includes domains such as data mining, business process modelling, decision support and knowledge management. Previous work includes around 30 refereed journal articles, book chapters, and conference papers.

**Theodoros Koutroumanidis** holds a BS degree in Civil Engineering from the Democritus University of Thrace, a B.S. degree in Mathematics from the Aristotle University of Thessaloniki, and a Ph.D. degree in Data Statistical Analysis from the Democritus University of Thrace, where he is currently a professor in faculty of Agricultural Development. He has nineteen publications of papers in international scientific magazines and eleven publications of papers in international conference proceedings. Additionally, he has thirty four publications of papers in domestic scientific magazines and conference proceedings. Furthermore, he teaches courses on Statistics, Applied Economic Statistics and Applied Econometrics while his scientific research interest include multicriteria analysis, ARIMA models, fuzzy logic models and cointegration analysis.

**Basil Manos** is a Professor of the Department of Agricultural Economics at the Aristotle University of Thessaloniki, Greece. He holds a BSc in Mathematics from the Aristotle University of Thessaloniki, a BSc in Economics from the University of Macedonia in Thessaloniki and a MSc from London School of Economics. He teaches and works in agricultural economics, farm and agribusiness management and regional planning. He obtained his PhD from the Department of Agricultural Economics of the Aristotle University of Thessaloniki. He is a co-ordinator in various EU projects. His recent publications include papers in the European Journal of Operational Research, Regional Studies, Journal of Policy Modelling, British Food Journal, International Journal of Social Economics, Journal of Environmental Planning and Management, Environmental Monitoring and Assessment, International Journal of Business Information Systems.

**Mark Palmer** is a Senior Lecturer of Marketing at Aston Business School, Aston University. His research explores the contested process of retail corporate strategizing and market development. This work draws upon the insights of consumers eschewing markets, stores and products, market and corporate divestment, interventions from institutional investors, and the resistance by consumer groups in markets. This work has been published in the Journal of Economic Geography, European Journal of Marketing, Journal of Marketing Management, Environment & Planning A, and the Journal of Strategic Marketing.
About the Contributors

**Paolo Renna** is an Assistant Professor at Department of Environmental Engineering and Physics in the Engineering Faculty of Basilicata University (Italy). He took Ph.D. degree at Polytechnic of Bari in Advanced Production Systems. His academic researches principally deal with the development of innovative negotiation and production planning in distributed environments and manufacturing scheduling in dynamic environment. Several contributions have been presented on design multi agent architecture and test by discrete event simulation in Business to Business environment. Among his contributions, he is co-author of two research books about e-marketplaces and production planning in production networks. Moreover, he has developed coordination approaches in multi-plant production planning environment and innovative scheduling approaches in flexible and reconfigurable manufacturing systems.

**Lukas Ritzel** is a Web Strategist and Lecturer for Bachelor’s program at IMI University Centre, Switzerland - one of the top international hotel, tourism, and events management schools Master program. He also lectures at Spanish Empresa University in Management, ranked among the top 10 worldwide and first in Europe. He has been TED x Speaker at second ever TED x event in Switzerland on the topic of sensory Web (http://www.tedxzug.com). He is an affiliate professor at Grenoble Graduate School of Business (http://www.grenoble-em.com) and has been evaluated outstanding professor by students in 2010 (Entrepreneurship Graduate Track). He is an honorary member of All India Association for Educational Research (http://www.aiaer.net/). His website www.imi-luzern.com has been voted among the top 100 Swiss business websites because of its innovative usage of Web 2.0 (http://www.anthrazit.org).

**Susanne Robra-Bissantz** currently manages the Institut of Business Information Systems and its Information Management Group at the Technische Universität Braunschweig, Germany. She mainly passed her education (study of business management, doctoral thesis and habilitation in business Information Systems) at the university Erlangen-Nürnberg. In Braunschweig, she focuses her research on the role of information and Information Systems as a strategic asset for companies. Main fields are IT-based business communication, coordination, and cooperation with special interest in customer oriented e-services, e-service engineering, and cooperation systems with Web 2.0-technologies. In this area, she supervises about 15 Ph.D. students that work in different scientific and industry funded research projects.

**Amardeep Singh** received his B.Tech. degree in computer science and engineering, his M.Tech. degree in computer science and engineering from Punjabi University, Patiala, and Ph.D. degree from Thapar University, Patiala in 2007. He is currently a faculty member of computer science and engineering department at University college of Engineering, Punjabi University, Patiala. His research interests include bioinformatics, DNA computing, and digital circuit testing. He has received several awards and recognition in teaching and conferences. He is member of various professional societies.

**Shailendra Singh** received his B.Tech. degree in computer science and engineering from Harcourt Butler Technological Institute (H.B.T.I) Kanpur, M.E. degree in computer science and engineering from Thapar Institute of Engineering and Technology, (T.I.E.T.) Patiala in 2003. He is currently a faculty member of computer science and engineering department at PEC University of Technology, Chandigarh. His research interest includes bioinformatics, natural language processing, and soft computing. He has received several awards and recognition in teaching and conferences. He is member of various professional societies. One of his projects entitled “DEEPTI” was featured by BBC.
Eva Söderström is an associate professor at the University of Skövde, Sweden. She earned her PhD in Computer and System Science from Stockholm University/Royal Institute of Technology in 2004, on the subject of B2B standards implementation. Her current research is focused on trust and standards for inter-organisational collaboration, through, for example, e-services and e-government services. She has led and participated in several national and international projects, and has published over 70 internationally reviewed publications.

R. Todd Stephens is the Sr. Technical Architect of the Evolving Technologies for the AT&T Corporation. Todd is responsible for setting the corporate strategy and architecture for the development and implementation of the enterprise collaborative and metadata solutions. Todd has over 130 professional and academic publications including 3 patents, six patent pending filings, and he writes a monthly column for Data Management Review. Todd holds degrees in Mathematics and Computer Science from Columbus State University, an MBA degree from Georgia State University, and a Ph.D. in Information Systems from Nova Southeastern University.

Archana Tyagi is a PhD in Psychology, D.M & S P (Diploma in Medical and Social Psychology (Clinical Psychologist) from C I P Kanke, Ranchi and MA from BHU (India). She has experience of nearly 18 years in the areas of teaching, management development programme, and research. She has been a professor of OB/HR in IMT-Ghaziabad (India) for nearly 15 years. She has presented papers in national and international conferences. She has publications in refereed national and international journals. She has conducted workshops and training programs for public and private sector organizations. She has written a book on Organizational Behavior publishes by Excel Publishers. She is currently based in Geneva and is associated with UBIS-Switzerland as an adjunct faculty in the area of OB/HR, since January, 2008.

Julie Vardhan is currently Sr. Lecturer at Manipal University, Dubai. Since 2006, she has been associated full-time in the core academic field teaching Programs in Management including subjects such as Strategic Management, Organizational Behavior, Human Resources Management, International Marketing, Marketing Communications, Sales and Distribution Management, Services Marketing, Training, and Development. Prior to joining Manipal University, Dubai in 2008, she was Faculty Member at ICFAI, Lucknow, India. After completing her Graduate Hons. in 1996, and later MBA in 1998, she worked in the corporate sector for five years gaining rich diversified experience in national media, international bank, and trading companies, as well as academics. Her area of research interest includes advertising, experiential marketing, emotional intelligence, destination marketing, leadership and change management, and entrepreneurship, on which themes, she has attended numerous conferences and published papers.

Maximilian Witt studied business management at the university of Erlangen-Nürnberg, Trinity College (Dublin) and University of Boston. After his studies, he worked at the University of Erlangen-Nürnberg as research assistant in an open innovation project funded by the German Federal Ministry of Research and Technology and the EU. He is now Ph.D. student and research assistant at the Technische Universität Braunschweig (institute of Information Systems, in particular information management group) and part of a cooperation project together with Volkswagen. His current research focuses on open innovation, especially on how fun and enjoyment motivate customers to take part in open innovation.