About the Contributors

**Purnendu Tripathi**, an International Research Fellow of Open University Business School (2009) at Open University (UK), has a PhD in management and a master’s degree in distance education. He was associated with Arab Open University Saudi Arabia Branch for three years as a faculty member in Business Administration. In his parent institution IGNOU (India), he is Assistant Director, looking after academic management and student support services with aspects in open and distance learning. He has co-edited teaching case books and contributed articles in standard national and international journals, as well as presented papers in national and international conferences. Dr. Tripathi is a member of review committees for numerous international conferences and journals. His current research interests include academic program life cycle (APLC) and educational marketing.

**Siran Mukerji** is Jawahar Lal Nehru scholar for her doctorate in HRD and also has master’s degree in distance education and public administration. She has been International Research Fellow of Open University Business School (2009) at Open University (UK). She was associated with Arab Open University Saudi Arabia Branch for three years as a faculty member in Business Administration. She has co-edited teaching case books and contributed articles in standard national and international journals and also presented papers in national and international conferences. Dr. Mukerji is a member of review committees for numerous international conferences and journals. Her current research interests include performance management and HRM in open and distance learning institutions. In her parent institution IGNOU (India) she is Assistant Director.

***

**Laurie Bedford** is an adjunct faculty member in online education and an instructional development consultant. She has worked with all levels of education promoting effective instructional design, faculty development, and curriculum implementation. Working with both public and proprietary education, she has written articles, developed course materials, and facilitated faculty development focused on quality instructional strategies and best practices for supporting faculty. Dr. Bedford has a Ph.D. in Adult Education from the University of Wyoming. She also holds a Master of Science degree in Administrative Studies and a Bachelor of Arts degree in Social Work from the University of South Dakota.

**Tom Bisschoff** is a senior lecturer in the School of Education within the College of Social Sciences at the University of Birmingham. He is an emeritus professor of the University of Johannesburg in South Africa and a Visiting Professor of the Vaal University of Technology. He has authored and co-authored nine books on school management, of which one of the more recent ones is on Effective School Mar-
Felicia Blacher-Wilson holds a Doctorate in Educational Administration from Iowa State University and has been an active part of the education community working in five different states. She has served as a teacher of regular, special needs, and gifted students; as an elementary school counsellor, assistant principal, principal; an Assistant Superintendent for Elementary Schools; Director of Elementary Schools and Programs, and Assistant Professor and Dean of Education at a major university. Dr. Blacher-Wilson is currently an Assistant Professor in the Department of Educational Leadership and Technology at Southeastern Louisiana University in Hammond, Louisiana. Her research interests are: (1) spirituality and leadership; (2) non-traditional superintendents in urban school districts and (3) personnel performance evaluations for administrators and teachers.

Patricia Borstorff is an Associate Professor of Management at Jacksonville State University. She holds a PhD from Auburn University in human resource management and international business. She served as an invited member of the 40-member Oxford Round Table at Oxford University in England in 2004. She serves on the state council of the Society for Human Resource Management and has held all offices plus being a board member of Calhoun County SHRM. She has taught over 1,000 human resource professionals in a human resource certification study course and offers seminars and training in local and state industries. Dr. Borstorff has completed graduate international business studies in Japan, the Czech Republic, and Hungary, and has studied post-doctoral classes at the University of South Carolina in international management and international business.

Paul Breen is a lecturer and Programme Manager in the field of English for Academic Purposes/Study Skills and is currently working in the British higher education sector, having also worked in South Korea, Australia, and Japan. He has a Postgraduate Certificate of Education, as well as a Masters in Education in the fields of English Language Teaching and Educational Technology, and is currently pursuing doctoral studies in Education. His research interests are primarily in the fields of teacher education, English for academic purposes, and student interaction with virtual learning environments. Currently, his main professional interests are in designing courses that integrate technology into both the classroom teaching and self-study components, and training teachers to use technology effectively in the classroom.

Rosemary Buteau is the Chair of the Department of Reading, Elementary, Middle School, and Bilingual Education at Chicago State University. She holds a Bachelor’s degree in Elementary Education, Master’s degree in the Teaching of Reading (Reading Specialist), certificate in Educational Technology, and doctorate in Adult Education. In addition to serving as faculty in the Graduate Reading Program and continuing to serve students as an academic advisor, Dr. Buteau served seven years as the Technology Director for the College of Education. Her research interests include literacy development of children and adults, including technology literacy, and continued investigation into how universities can adapt to and better serve the increasing number of non-traditional students.
Alan C. K. Cheung is an Associate Professor in the Department of Educational Policy and Administration at the Hong Kong Institute of Education, Hong Kong SAR, China. His areas of specialization include large-scale assessment, research reviews, research methods, and private education.

Albert Caruana is Professor of Marketing at the University of Malta, Malta and Visiting Professor at the University of Bologna. His research interests focus primarily on market orientation and marketing communications. Dr. Caruana undertook post doctoral research as Fulbright Fellow in the US during 2004, as Commonwealth Research Scholar in 2000, and has been on various research fellowships in Australia. His work includes papers in the Journal of Advertising, Journal of Business Research, International Journal of Advertising, European Journal of Marketing, and Industrial Marketing Management. Dr. Caruana has also pursued numerous teaching invitations in various countries.

Yin Cheong Cheng is the Vice-President (Research and Development) and Chair Professor of Leadership and Change of the Hong Kong Institute of Education. His research is mainly in the areas of management reform, teacher education, education effectiveness, and school leadership. He has published internationally over 200 book chapters and journal articles and 20 academic books. Some of his publications have been translated into Chinese, Hebrew, Korean, Spanish, Czech, Thai, and Persian languages.

Manuel Cuadrado-García is an Associate Professor in the Department of Marketing and Market Research, University of Valencia, and is responsible for the International Exchange Office at the Faculty of Economics. He has been leading several research projects and teams of teaching-learning innovation. His projects have been financed by the Spanish Ministry of Education as well as by the University of Valencia. The results of his research have been published in several international journals and presented in global conferences. His current research interests are the outcomes of e-learning, as well as consumer behaviour in cultural settings.

Michael D. Richardson is the Hibernia Endowed Professor of Educational Leadership and Head of the Department of Educational Leadership and Technology at Southeastern Louisiana University. He completed Bachelor’s and Master’s degrees in Education at Tennessee Technological University and was awarded the Doctorate of Education from the University of Tennessee. Dr. Richardson served as Founding Editor of the Journal of School Leadership, an internationally refereed journal of educational leadership, as Editor of The Journal of At-Risk Issues, and Founding Editor of Contemporary Issues in Educational Leadership and The Mercer Journal of Educational Leadership. He has authored or edited fourteen books, published more than one hundred articles in professional journals, and made more than one hundred and fifty presentations to regional, national, and international professional organizations.

Magdalena De Stefani has been working as a teacher of English as a Foreign Language since 1997, when she obtained her Diploma in TEFL. She holds a Masters of Education in English Language Teaching and is currently working towards a PhD in Education. Her main research focus is on teacher development and ICT, although she is currently conducting research in the fields of intercultural communication, academic collaboration, and reflexivity. She is involved in pre- and in-service teacher training and also teaches students in preparation for Cambridge ESOL examinations in her hometown of Montevideo in Uruguay.
About the Contributors

Samuel DiGangi is Associate Vice President of University Technology at Arizona State University (ASU), Associate Professor of Education specializing in technology integration, and Executive Director of ASU’s Applied Learning Technologies Institute (alt+I). His research activities focus on infusing effective components of instructional design with emerging technology in education. In addition to extensive use of computer-mediated instruction in his teacher preparation courses, Dr. DiGangi directs several sponsored research projects examining implementation of high technology telecommunications and international networking in the classroom. Dr. DiGangi has taught numerous courses devoted to evaluation and assessment of the impact of technology on education.

Michael Featherstone is an Assistant Professor of Management at Jacksonville State University (JSU). He earned his BS and MPA degrees at Wayne State University in Detroit, Michigan, and completed his Doctor of Business Administration degree at Southern Cross University’s Graduate College of Management, New South Wales, Australia. Prior to coming to JSU, he served as a manager at the IBM e-Business Innovation Center in Atlanta, Georgia. The center developed websites for prestigious events such as the Grammy Awards, the Tony Awards, the Wimbledon Tennis tournament, the Roland Garros Tournament, and the US Masters Golf tournament. He has also served as the Chief Executive Officer of two software development companies, Software Research Corporation and Advanced Training Technologies, Inc. His research interests include virtual teams, search engine marketing, and the impact of social media.

Maria Fuentes-Blasco is an Assistant Professor of Marketing at the University of Pablo de Olavide (Spain). Her main teaching and research interests include services marketing, marketing for higher education, business to consumer marketing, and marketing research. Dr. Maria has taught these topics in undergraduate and postgraduate courses, and has published articles in several international journals such as Journal of Marketing for Higher Education, International Review of Public and Non profit Marketing, The International Review of Retail, Distribution and Consumer Research, Industrial Marketing Management, International Journal of Hospitality Management, The Service Industries Journal, Industrial Management & Data Systems Journal, and Journal of Services Marketing, among others.

Evan G. Mense is an Assistant Professor in the Department of Educational Leadership and Technology and is currently serving as Director of the Masters in Educational Leadership Program at Southeastern Louisiana University. Dr. Mense has extensive background in Educational Administration and Leadership as a public school administrator in Missouri. Dr. Mense holds a Doctorate in Educational Leadership from Saint Louis University-Saint Louis, a Master of Science degree in Administration from Pittsburg State University – Pittsburg, Kansas, and a Bachelor of Science degree in Education from Missouri Southern State University – Joplin.

Irene Gil is Professor of Marketing at the University of Valencia (Spain). Her main teaching and research interests include business-to-business marketing, services marketing, consumer behaviour, and retailing. Dr. Gil has taught these topics in undergraduate and postgraduate courses and has published articles in several international journals such as Annals of Tourism Research, The International Review of Retail, Distribution and Consumer Research, Industrial Marketing Management, International Journal of Hospitality Management, Tourism Management, and International Journal of Service Industry Management, among others.
Veronique Guilloux (Ph.D. I.A.E. de Poitiers) is an Assistant Professor of Marketing at Université Paris XII. Her research interests include business education methods, new communication technologies, and consumer behavior.

Lourdes Hernández-Martín is Assistant Coordinator for Spanish and responsible for Arabic at the Language Centre, London School of Economics (London). She is part of the Spanish in Motion Team/Language Centre project (http://spanishinmotion.wordpress.com/). Her research focuses on how the use of cinema techniques and global simulations can contribute towards enhancing motivation and learning during the acquisition of Spanish as a modern foreign language for specific purposes (i.e. social, political, and economic sciences).

Chong Ho Yu has a Ph.D. in Educational Psychology with an emphasis on Measurement, Statistics, and Methodological Studies, and a Ph.D. in Philosophy with a concentration on History and Philosophy of Science. Currently, he is Director of Research and Assessment at Applied Learning Technologies Institute, Arizona State University (ASU), USA. His research activities include philosophical foundations of research methodologies, exploratory data analysis, data visualization, data mining, psychometrics, and cognitive aspects of instructional technology.

Angel Jannasch-Pennell is Assistant Vice President of University Technology at ASU, and Director of Research and Outreach initiatives in alt^i. She directs collaborative projects across colleges and centers, and also integrates community-based endeavours and university partnerships. She brings a research-driven and application-oriented focus to the Institute, coordinating teams of researchers, faculty, and technical experts toward the proposal, development, and implementation of technology innovation. Dr. Angel’s research activities include human interface of instructional technology, innovative applications of instructional technology across different contexts, and large-scale educational assessment.

Rochelle Johnson works as an Instructional Support Specialist in the Department of Technology and Learning Resources at Chicago State University where she assists faculty and staff with incorporating technology into the curriculum. She coordinates the Center for Teaching and Research Excellence Lab and provides technology workshops for staff and students to help them become successful consumers of technology. Ms. Johnson is currently working on her doctorate in Instructional Technology at Northern Illinois University. Her interests lie in effectively using technology, especially online technology, in higher education, and in finding ways to assist instructors and students to effectively use technology in the educational process. Her thesis focus, “Factors Influencing Faculty’s Decision to Use Technology,” sheds light on the factors revolving around instructors limited use of technology in the delivery of course content.

Faruk Karaman holds a B.S. in Electrical and Electronics Engineering from the Bosphorus University, Istanbul-Turkey. He also has MBA and DBA degrees from the Marmara University, Istanbul-Turkey. His work experience spans diverse industries such as investment banking, consulting, ICT, and academia. He has taught e-Business/e-Commerce, CRM, SCM, technology strategy, and ethics lectures at both graduate and undergraduate levels. Currently, he is the head of the Foreign Trade department at Gedik Vocational University, Istanbul-Turkey. He has numerous publications in the fields of e-business/e-commerce, technology strategy and social impacts.
About the Contributors

Achilleas Kostoulas is a graduate of the Department of English Language and Literature of the National and Kapodestrian University of Athens, where he specialised in Theoretical and Applied Linguistics and English Language Teaching (ELT). He holds an MA in Teaching English to Speakers of Other Languages and is currently working towards a PhD in Education. His research focuses on the ways ELT is shaped by globalised and locally-situated dynamics in the Greek context. He has worked as a research associate in the Research Centre for Modern Greek Philosophy in the University of Ioannina (Greece), and has held numerous teaching, management, teacher education and advisory posts, both in the public and private education systems in Greece.

Kathleen A. Krentler, DBA, is Director of Assessment in the College of Business Administration, San Diego State University. She also directs the Undergraduate Program in her college and is a Professor of Marketing. Her current research focuses primarily on assurance of learning. She is involved in other educational issues including distance learning, curriculum innovation, and course pedagogy. Her research has been presented in a variety of sources including the *Journal of Business Research, Journal of the Academy of Marketing Science, and Journal of Marketing Education*. She is past president of the Academy of Marketing Science. She received her Bachelor’s and Master’s degrees in Business Administration from Wayne State University in Detroit, Michigan and her DBA from the University of Kentucky.

Paula Kwan, trained in the field of Business Management and Marketing, and having worked in the commercial sector in HK prior to teaching, is particularly interested in investigating the application of business theories and practices in educational contexts. Her most recent research projects include the work lives and job satisfaction of vice principals, principal recruitment and selection, and organizational culture.

Beatriz Moliner-Velázquez is an Assistant Professor of Marketing at the University of Valencia (Spain). Her current research interests are consumer behaviour and services marketing, and Dr. Beatriz has taught these topics in undergraduate and postgraduate courses. Her studies are published in several international journals such as *International Review of Retail, Distribution and Consumer Research, International Journal of Service Industry Management, The Service Industries Journal, Innovar, and Journal of Services Marketing*, among others.

John Munro is Head of Studies in Exceptional Learning and Gifted Education in the Melbourne Graduate School of Education at The University of Melbourne. Prof. Munro is a trained primary and secondary teacher and a psychologist. His research interests, teaching, and publications are in the areas of literacy learning and learning difficulties, maths learning disabilities, learning internationally, gifted learning and learning disabilities, gifted learning in African and Asian cultures, gifted mathematics learning, and in instructional leadership and school improvement. He is a consultant to several school improvement projects in Victoria. He was chairperson of the College of Educational and Developmental Psychologists (Aus) and a Life Member of the Learning Disabilities Australia.

Jamie Murphy is a Professor at the University of Western Australia Business School. His industry experience includes owning restaurants, serving as the European Marketing Manager for Greg LeMond Bicycles and PowerBar, and freelance reporting for The New York Times and The Wall Street Journal. Dr. Murphy’s academic experience includes almost 200 refereed publications; full-time positions in the
United States and Australia; visiting positions in Austria, Canada, France, and Switzerland, and invited presentations on five continents. His latest initiative is co-founder and academic lead for Google’s biggest business student initiative, the Google Online Marketing Challenge.

Iryna Pentina is an Assistant Professor of Marketing at the University of Toledo. Dr. Pentina’s research interests include marketing pedagogy, consumer behavior, Internet marketing, and marketing communications.

Elizabeth Reed Osika is an Associate Professor in Technology and Education at Chicago State University’s College of Education, where her focus is on the development of completely online graduate programs. Dr. Osika has a varied background in the use of technology in education, especially in terms of online instruction. She received her doctorate degree in Educational Technologies at Purdue University, West Lafayette, and also holds Masters degrees in Instructional Design from Purdue Calumet and in Human Resources from University of Illinois. Dr. Osika’s academic interests include helping faculty develop their technical skills, investigating best practices in online instruction, and exploring various assessment strategies.

Christopher Rhodes worked in schools and colleges for 14 years prior to taking up a post in higher education. He has held a variety of senior leadership positions and was a school inspector in both the primary and secondary sectors. Dr. Rhodes was formerly Principal Lecturer and Director of Postgraduate and Professional Development in the School of Education at the University of Wolverhampton, UK. He presently holds the post of Senior Lecturer in Educational Leadership in the School of Education at the University of Birmingham, UK. He directs the EdD degree in Leaders and Leadership in Education and holds the post of Head of the Department of Professional Learning and Development.

Francine Rochford is a Senior Lecturer at La Trobe University, based at their Bendigo campus. Her work on the law and policy of higher education includes her doctorate dealing with the Liability of the University in Negligence at the University of Melbourne and a number of articles and book chapters dealing with aspects of the law and policy of higher education published in the international journals, books and conference proceedings. She also writes in the area of water policy and management, and in 2010, was the International Visiting Environmental Law Scholar at Lewis and Clark Law School, Portland Oregon.

María-Eugenia Ruiz-Molina is an Assistant Professor in the Department of Marketing and Market Research, University of Valencia, and consultant at Catalonia Open University (UOC). Together with Professor Manuel Cuadrado, she has been teaching in several Marketing courses in English. Dr. Ruiz-Molina’s current research interests are the effects of the use of technology in language and marketing teaching-learning process, as well as consumer behaviour in retailing.

John Rutaisire is the Executive Secretary of the Rwanda National Examinations Council. He was senior lecturer of education at Tonota College of Education in Botswana before returning to Rwanda in 1999, where he has led and coordinated the development of a range of educational policies. He is currently pursuing his Doctorate in Education (Ed.D) at the University of Sussex, Brighton (U.K).
Ken Stevens is a New Zealander and a Professor of Education at Memorial University of Newfoundland where he was appointed to a chair in e-learning, funded by Industry Canada. His previous appointments were at James Cook University in Queensland, Australia, and at Victoria University of Wellington in New Zealand. In Australia, New Zealand, and Canada, he has specialized in the provision of education in rural communities and the application of Information Technologies for teaching and learning in and between schools in sparsely-populated areas. Currently he is cross-appointed from Memorial University of Newfoundland as Adjunct Professor of Education at Victoria University of Wellington.

Frank Wai-ming Tam has worked as a secondary school teacher, science panel chairperson, secondary school principal, lecturer, and program developer in local tertiary institutions. Dr. Frank’s recent research interests include parent-school relationship, change management, knowledge management in schools, and action learning of teachers and school administrators.

Gonca Telli Yamamoto is an Associate Professor in the School of Applied Sciences at Okan University, Turkey. She is the head of Information Sciences and Technologies Department. She is also coordinating Okan University Distance Education Center at present. She currently teaches, consults, and conducts research on mobile and integrated marketing, and new learning technologies in business. She has been studying integrated marketing, technological developments, and customer value, and is more than a decade in the academic field. She has some books and chapters related to sales, integrated and mobile marketing, and IT ethics. Several of her articles have been published in several national and international journals. She has also received two outstanding paper awards from the International Academy of E-Business.

Sven Tuzovic is an Assistant Professor of Marketing at Pacific Lutheran University, School of Business, Tacoma, WA. He was a Visiting Professor in Marketing at Murray State University (2006/07) and at the University of New Orleans (2005/06). He holds a Doctoral Degree in Marketing from the University of Basel in Switzerland, a Diploma in Business Administration (“Diplom-Kaufmann”) from the Catholic University of Eichstätt-Ingolstadt, Germany, and a BBA from Georgia Southern University, Statesboro, GA. His research has been published in Managing Service Quality, the Journal of Services Marketing, the International Journal of Business Performance Management, and in several international conference proceedings.

Elena Verezub (BEd., Candidate of Science in Ed. Psych., PhD in Education (Melb)) is a Language and Academic Skills Advisor at Swinburne University of Technology, Australia. Currently she develops, teaches, and evaluates workplace communication skills programs for international students. She has over 15 years of teaching experience in TESOL, education, and educational psychology, both in Australia and Ukraine. Elena’s professional and research interests include e-learning and hypertext literacy; study expectations in TAFE and higher education environments; language and academic skills; and psychological aspects of text memorisation.

Lyle R. Wetsch is an Assistant Professor of Marketing at Memorial University of Newfoundland, St. John’s, Newfoundland, Canada. Since joining the Faculty of Business Administration in July 2003, he has taught a variety of marketing courses at both the undergraduate and graduate level (MBA). His classes typically employ innovative teaching elements such as social media, blogs, virtual worlds...
About the Contributors

(‘Second Life’), and real world applications such as Google AdWords and “Marketing Survivor” that allow students to interact and work with real companies in their classes. With over 50 presentations and publications in the past 10 years, his research has been published in the *Marketing Education Review*, the *Journal of Advertising*, the *Journal of Virtual World Research*, the *Journal of Relationship Marketing*, and the *International Journal of Electronic Marketing and Retailing*.

**Timothy Yuen** graduated from the University of Hong Kong as a social science major and obtained his doctoral degree from the University of Durham. Dr. Yuen is now serving as an assistant professor in the Hong Kong Institute of Education. His research interest comprises inter alia, social analysis of education policies, and civic / political education. His recent publications can be found in *Compare, Citizenship, Social and Economic Education: An International Journal, Citizenship Teaching and Learning*, and *International Journal of Educational Reform*.

**Celeste Yuen** is an Associate Professor in the Department of Education Policy and Leadership at The Hong Kong Institute of Education. She taught in primary schools for several years before joining the Institute. Her two higher degrees are both in curriculum studies. Her work includes research on intercultural education, Chinese cross-boundary and new arrived students, and special and inclusive education. She has published in various journals including *Teaching and Teacher Education, Compare, Intercultural Education*, and *Pacific-Asian Education (PAE) Journal*.

**Shuyi Zhang** is full time Professor and Dean of School of Business Administration at Shanghai Finance University. He obtained his doctorate in Management Science and Engineering from the Southwest Jiaotong University, P. R. China after an extensive career in education and business. He has published more than 40 papers covering education study, technology management, and strategic alliance, and has made numerous conference papers presentations besides completing several programs sponsored by the government.

**Li Zhao** is a teaching assistant of Department of Human Resource Management, School of Business Administration at Shanghai Finance University. She obtained her doctorate in Human Resource Management and Entrepreneurship from Fudan University, P. R. China. As a participator, she has completed a couple of projects sponsored by the national and provincial founding program of China, and published several papers on human resource management and entrepreneurship. Besides this, she also works as a consultant for some companies.