About the Contributors

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Donald L. Amoroso is currently Professor and Department Chair of Information Systems at Kennesaw State University serves as executive director for Kennesaw State University’s research center on Innovation in Technologies. He received his Bachelor’s degree in accounting and finance from Old Dominion University and his MBA and PhD from the University of Georgia. He has conducted seminars in the areas of leadership and strategy, corporate governance, marketing, technology investment, supply chain, Six Sigma, procurement, information modeling and information quality. In the area of marketing, Amoroso has taught marketing strategies, international marketing, new product development, customer engagement, aligning marketing and sales, pricing strategies, Internet marketing and advertising, global distribution, and marketing research. He also works with consumer-based research, customer business planning, and metrics related to marketing and sales strategies. He has worked in the aerospace, retail, banking, and government industry spaces. His current areas of research include strategy and leadership, Internet adoption, understanding consumer behavior using the Internet, online shopping, and music downloading. He has authored 67 articles and proceedings, written 5 books, presented at over 52 professional conferences and venues. He is under contract with Prentice-Hall to write a textbook due out 2010 entitled Strategy Development. He is an associate editor for the Journal of Electronic Commerce in Organizations, International Journal of E-Adoption, and the Journal of Information Systems Management.

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Josephine M. Csete has a PhD in educational systems development and more than 15 years experience in designing, developing, and implementing educational innovations as well as teaching others to do so. She has been working at Hong Kong Polytechnic University since 1995 in a department charged with “improving the quality of teaching and learning” on a campus of over 1,000 full-time teaching staff and over 25,000 undergraduate and graduate students. She is Section Leader of the e-Learning Development and Support Section (eLDSS) at the Hong Kong Polytechnic University. She believes the Web has the potential to redefine what and how we learn, as well as broaden the definition of “learner.”

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. Doiron 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. Doiron began his career in the telecommunications industry in 1984 following graduation from the University of New Brunswick where he received a Bachelor’s degree in electrical engineering. In 1991, Doiron received a Master’s degree in the Management of Technology from the Sloan School of Management at MIT.
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Payam Hanafizadeh is an Assistant Professor of Industrial Management at Allameh Tabataba’i University in Tehran, Iran and a member of the Design Optimization under Uncertainty Group at the University of Waterloo, Canada. He was a visiting research fellow at the University of Canberra, Australia in 2010 and a visiting scholar at the University of Waterloo, Canada in 2004. He received his MSc and PhD in Industrial Engineering from Tehran Polytechnic University and pursues his research in Information Systems and decision-making under uncertainty. He has published in such journals as the Information Society, Systemic Practice and Action Research, Management Decision, Journal of Global Information Management, Telecommunications Policy, Mathematical and Computer Modeling, Expert Systems with Applications, International Journal of Information Management, and Energy Policy, to name only a few. Meanwhile, he has been serving on the editorial review board for the International Journal of Enterprise Information Systems, the Journal of Information Technology Research, the Journal of Electronic Commerce in Organizations, and the International Journal of Decision Support System Technology. In addition, he is the author of e-Commerce (2nd edition), and Internet Advertising New Opportunity for Promotion (2nd edition).

Scott Hunsinger is Assistant Professor of Computer Information Systems in the Walker College of Business at Appalachian State University in Boone, North Carolina. He holds a PhD in Information Technology from The University of North Carolina at Charlotte. His research interests include IT certification, IT adoption, and IS education. He has published articles in journals including Journal of Information Technology Management, Journal of Information Technology Education, Journal of Information Systems Applied Research, and Journal of Organizational and End User Computing.

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 has also granted with honors the classical piano and harmony degrees from the classical music department of Attiko Conservatory. Since 2004 he is a principal lecturer at the Business College of Athens (BCA) teaching modules related to Information Technology and Mathematics and Logic. From 2009, he has been elected as the Head of the Computer Science Department of BCA and Course leader of the respective franchised course of
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Vaios Koumaras received his BSc degree in Business Administration with major in Computer Information Systems from the American College of Greece and his MBA in Project Management from the City University. Since 1997, he has worked in several positions as Computer Analyst and Software Developer, participating in major IT projects. Currently, he holds the position of senior R&D software engineer, with participation and collaboration in R&D IT projects of numerous companies worldwide. In parallel, he has more than ten years teaching experience of business and IT courses in various grades. Currently, as part of his teaching activities, he is a lecturer at the Business College of Athens (BCA), at the Departments of Computer Science and Business Administration, teaching modules related to Information Technology, Business Administration and Mathematics. Additionally, he is part of the research team of the Computer Science Department at the Business College of Athens. He also participates, as associate R&D consultant and researcher, in several business and EC-funded projects and tasks related to business planning, marketing analysis and strategy development.

Paul Lam is an Assistant Professor at the Centre for Learning Enhancement And Research (CLEAR) at The Chinese University of Hong Kong. He is involved in many teaching and learning (T&L) research studies and services such as promotion of outcomes-based approaches to T&L, the enhancement of T&L spaces, and the use of technology for T&L. Additional research interests include case-based T&L, learners’ characteristics, self and peer assessment, and English language teaching (ELT). Prior to joining CLEAR, he worked in a number of language-education projects in Hong Kong universities, and before that he was a secondary school teacher in Hong Kong.

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Jeong-Dong Lee is a Professor at the Department of Industrial Engineering, Seoul National University and also a Professor at the Technology Management, Economics, and Policy Program (TEMEP) of Seoul National University. Lee served as the director of TEMEP until 2007. He published more than
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**Aodheen O’Donnell** is a Lecturer in Communication and Advertising. Her PhD research is 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. She hopes to build upon this sector specific research to explore how businesses generally have embraced new technology in their marketing and advertising.

**Oh Sook May** graduated with a Master of Business Administration from School of Management, Universiti Sains Malaysia in the year 2005. Her research work has focused on technology adoption among individual users in Penang, Malaysia. Upon her graduation she joined a multinational company in Penang. Her research work has been published in numerous international conferences and also journals of repute.

**Gary Packham** is Professor and 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, Professor 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 in developing and delivering enterprise and management education. Professor 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.
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Boumediene (Ben) Ramdani is Senior Lecturer in Strategy and Operations Management at Bristol Business School (UK). He has experience through different roles and contributions in Manchester Business School (UK), King’s College London (UK), WMG – University of Warwick (UK), and IE Business School (Spain). His research investigates how senior managers can most effectively select, implement, and deploy Information Technology (IT) to achieve their business goals. He has published papers in leading journals including California Management Review. His current research falls in two categories. The first is to investigate how firms can build capabilities to deliver incremental business value from IT. The second is to explore disruptive change and how businesses that may be well managed, customer-friendly, and technologically advanced - are still susceptible to failure or to being overtaken by upstart competitors. Professionally, he has worked for a number of private and public sector organisations including Datamonitor.com, CA Technologies, Expertia Consulting Group and UK Government. His consulting activities focus on advising firms on strategy-related matters.


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Robert Williams is a researcher based at NEO. Previous assignments include working on the Welsh element of the Global Entrepreneurship Monitor (GEM) project, which is recognised as the world’s largest international study of entrepreneurial activity. His research interests are in small rural firms’ entrepreneurial capabilities and their interactions with government rural development policy. His more recent work has focused 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 as been presented and published in the proceedings of a number of international and national conferences. He is also the author of a number of book chapters and journal articles on topics such as e-commerce in small and medium enterprises, and rural entrepreneurship. His latest research concentrates on bringing his existing areas of expertise together to examine the usage of e-commerce in rural SMEs and the social impacts of greater e-commerce diffusion.