About the Contributors


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**Na Liu** received her B.S. degree in Computing (Hons) from the Department of Information Systems, National University of Singapore in 2006. She is currently a Doctoral candidate and teaching assistant in the School of Computing, Department of Information Systems, at the National University of Singapore. Her research interests include collaborative technologies, online healthcare communities and human-computer interactions. Her works have been published in several international conferences and journal, including Hawaii International Conference on System Sciences (HICSS), Pacific Asia Conference on Information Systems (PACIS), International Conference on Human-Computer Interaction (HCII), International Federation For Information Processing Working Group 8.2 Conference (IFIP WG8.2) and IEEE Transactions on Engineering Management.

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Ruth Guthrie (raguthrie@csupomona.edu) is chair of the CIS department at California Polytechnic University, Pomona. She has a professional background in software test and program management of large scale software programs in the aerospace industry. Before becoming chair of the CIS department, Ruth worked as the Cal Poly NSF Advance Scholar to help women faculty, in STEM disciplines, on their professional development. Her research interests are in educational technology, user interface design, and women in technology careers. She has authored several papers in a variety of areas including podcasting, accreditation maturity, and technological changes to the music industry. Ruth has a PhD in Information Science from the Claremont Graduate University, where she was the first woman graduate in this discipline in 1994.

Louise Soe (llsoe@csupomona.edu) is a Professor of Computer Information Systems at California State Polytechnic University, Pomona. She teaches web-based applications and coordinates the CIS senior projects class, which completes service-learning projects for the larger community. Her current research interests include Women in Technology and IS Curriculum. Most of her recent efforts have been on a research project on women in technology careers. She has coauthored several papers resulting from this research, as well as papers on IS education, and accreditation. She has a Ph.D. from the Anderson School at UCLA.

Elaine K. Yakura (yakura@msu.edu) teaches courses in Negotiations, Organizational Development & Change, and Organizational Behavior & Leadership at the School of Labor and Industrial Relations at Michigan State University. She received the Excellence in Education Award from the Industrial Relations Research Association in 2002 and a MSU Lilly Teaching Fellowship in 1998. Her past articles on information technology consulting include ethnographic studies of billables as well as the use of timelines. With Louise Soe & Ruth Guthrie, she is also studying work and careers in information technology organizations. Elaine has a PhD in Organization Studies from MIT, and a JD from UC Berkeley.

Sunrita Dhar-Bhattacharjee is a Research Fellow at the School of the Built Environment, University of Salford. Her research interests are in the area of comparative gender relations and systems, and women’s paid work, particularly in relation to Britain and India. She is interested in cross-national comparative methodology and has a lively interest in policy and practice in this field. She is the beneficiary of the Vice
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**Haifa Takruri-Rizk** is a senior lecturer in the School of Computing, Science and Engineering at the University of Salford, UK. Her current technical research is within the Computer Networking and Telecommunications Research group, focusing on the development of wireless sensor networks for varied applications. Haifa has been an advocate for the promotion of women in engineering and science, and in particular encouraging young women to study science and engineering which has recently won her two national awards. She is leading research investigating the factors contributing to the under-representation and the leaky-pipeline phenomena of women and minorities in science, engineering and technology (SET) and their lack of progression into SET careers. In the last a few years, she led a number of projects in this area including the Women Audio Video Engineers (WAVE) project, the Women in North West Engineering (WEWIN) project, Participation of BMEs in SET and the Developing Female Engineers (DFE) project.

**Erkan Özdemir** is currently a research assistant in marketing program of the Department of Business Administration at Uludag University in Bursa, Turkey. He received his PhD in marketing from Uludag University in 2005. Dr. Özdemir’s current research interests include e-marketing, online consumer behaviors, marketing to women, and gender based marketing strategies.

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**Mustafa F. Özbilgin** is the Director of Diversity and Equality in Careers and Employment Research (DECERe), and Professor of Human Resource Management at the University of East Anglia. His research appears in journals such as the International Journal of Human Resource Management, Journal of Vocational Behavior and Gender Work and Organization. He has also authored/edited nine research monographs, including Global Diversity Management (Palgrave 2008). He is the editor of the journal Equality, Diversity and Inclusion (Emerald Press) and British Journal of Management. Holding a doctoral degree from the University of Bristol, he has previously worked at Queen Mary (University of London) and held visiting posts at CEPS-INSTEAD (Luxembourg), Cornell University (USA), St Gallen University (Switzerland), Sorbonne University (France) and Japan Institute of Labor and Policy (Japan).

**Bernhard Ertl** is senior researcher at the Universität der Bundeswehr München. He has realized several research projects in the context of gender in computer and science teaching which includes projects with national and EU funding, e.g. SESTEM (Supporting Equality in Science Technology and Mathematics related choices of careers), PREDIL (Promoting Equality in Digital Literacy) and “Comparative study on gender differences in technology enhanced and computer science learning: Promoting
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Bernhard Ertl focuses on issues like video-mediated learning, Internet collaboration and online-courses with a particular focus on the support of collaborative knowledge construction by the methods of scripts and structured communication interfaces. He recently edited books about E-collaborative knowledge construction and Technologies and Practices for Constructing Knowledge in Online Environments. Bernhard Ertl earned his Diploma in computer science from the Ludwig Maximilian University Munich in 1998 and his Doctorate in education 2003. From 1999 to 2006, he was researcher at the Department Psychology of Ludwig Maximilian University of Munich and worked with Professor Heinz Mandl in DFG-funded research projects focusing on collaborative learning, e.g. “Collaborative Learning in Graphics-enhanced Tele-learning Environments” and “Collaborative Knowledge Construction in Desktop Videoconferencing”.

Kathrin Helling, M.A. is research associate at the Universität der Bundeswehr München and University of Innsbruck, Department of Education. She has experience as researcher and project manager in several national projects and European projects in the frame of the Lifelong Learning Program. A focus of her research is on gender aspects in the context of computer-supported mathematics, science and informatics teaching and related career choices of women. At the Institute for Future Studies in Innsbruck she worked on the development of computer-based learning scenarios and curricula for specific target groups (e.g. people of the age group 50+, learners with low educational achievement). She also trained trainers in using learning management systems and educational technologies. Kathrin Helling has worked in a DFG-funded research project at the Ludwig Maximilian University of Munich. The focus of this research was on supporting collaborative learning processes in video conferencing by the methods of scripts and structuring the communication of learners. She has gained her magister diploma in education science in 2006 at the Ludwig Maximilian University Munich.

Kathy Kikis-Papadakis received her PhD in Educational Planning and Evaluation (area of investigation: Employability and Language Training of Minority Groups in the USA). In the past she held the post of leading the section of bilateral cooperation at the Hellenic Ministry of Research and Technology and taught at the Department of Philosophical and Social Science at the University of Crete. Since 1993 she is leading the Educational Research and Evaluation Group at the Institute of Applied and Computational Mathematics at FORTH. Her research interests are in the study of impact of technology enhanced learning, both from an effectiveness and innovation introduction perspectives, and on the socio-cultural aspects of learning. Specific areas of interest include gender and mathematics and curriculum development for teachers’ professional development. All of her research work is supported from competitive grants and concern educational policy and evaluation.

Robert MacGregor is an Honorary Fellow in the School of Information Systems and Technology at the University of Wollongong in Australia. He is also the former Head of Discipline in Information Systems. His research expertise lies in the areas of information technology (IT) and electronic commerce (e-commerce) in small to medium enterprises (SMEs). He has authored over 80 journal and conference publications examining the use and adoption of IT in SMEs. Along with Lejla Vrazalic, Rob was the recipient of the 2004 Australian Prime Minister’s Award for Excellence in Business Community Partnerships (NSW). Rob is also the founding Editor of the Australasian Journal of Information Systems and
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**Peter Hyland** is an Associate Professor at the University of Wollongong, Australia where he has been a researcher for 16 years. Peter is currently the Head of the School of Information Systems and Technology. His PhD examined the usability of OnLine Analytical Processing (OLAP) tools by casual and novice users. Peter’s research interests include usability and interface design and community informatics. He has worked on projects with NSW Police Service, NSW State Emergency Services, Illawarra Division of General Practitioners and the Australian Community Domain name authority. He is currently starting community informatics projects in Saharakham, Thailand and in Hoi An and Danang, Vietnam.

**Charles Harvie** obtained his Ph.D in Economics from the University of Warwick (UK) in 1986 and is currently an Associate Professor in the School of Economics at the University of Wollongong. He is the Director of the Centre for Small Business and Regional Research which he established in 2000. He also initiated the ‘SMEs in a Global Economy’ conference series. He has published over 150 papers on the economies and economic integration of East Asia and on SMEs in East Asia. He recently completed a four volume book series with Dr Boon-Chye Lee on SMEs in East Asia. His current research interests include: private sector and small business development in transition economies (particularly that in Vietnam), enhancing the export performance of Australia’s small businesses, modelling economic integration in East Asia, and China’s integration into the global economy (currently writing a book on this topic).

**Abbe E. Forman**, Ph.D. is an Assistant Professor of Teaching/Instruction in the Computer Information Science department at Temple University. She holds a Ph.D. in Information Systems from Nova Southeastern University and a Master of Science in Information Science from Penn State University. She is a digital/information ethics researcher with recent work including online identity representations regarding both disability and gender. This has led to the formation of a research group studying the use of social networking sites to better serve the educational needs of students with disabilities. Additional research areas include digital piracy and online privacy. Most recently, she has been involved with Wikygy, and open source textbook project providing online course related content at no cost for students.

**Paul M.A. Baker**, Ph.D., is Director of Research, Center for Advanced Communications Policy, and an Adjunct Professor with the School of Public Policy, Georgia Institute of Technology. He also holds appointments as Professor, (Courtesy Appointment), Ph.D. Program in Public Affairs, College of Health and Public Affairs, University of Central Florida. Recent projects include policy barriers to the adoption of wireless technologies by people with disabilities, teleworking and people with disabilities, online collaboration and virtual communities, collaborative policy networks and e-accessibility, social media and policy development. He is also involved in international policy research, especially as it relates to issues of technological accessibility and information technologies. Baker holds a Ph.D. in Public Policy from George Mason University, an M.P. in Urban Planning from the University of Virginia. He is chair of the Rehabilitation Engineering Society of North America’s (RESNA) Government Affairs Committee and serves on the editorial boards of seven journals.
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**Kel Smith**’s publications have been cited by the Pentagon Library, Kent State’s Knowledge Management Program and the Sandra Day O’Connor College of Law. He is a frequent speaker who presented at the CSUN 2009 Los Angeles Conference for Persons with Disabilities, the TechShare RNIB Conference in London, St. Joseph’s University Center for Consumer Research, Temple University’s College of Science, the IxDA 10 Conference in Savannah, and CSUN 2010 in San Diego. A current member of the Interaction Design Association (IxDA) and the Usability Professionals’ Association (UPA), Kel serves as Vice Chair of the Philadelphia chapter of ACM/SIG-CHI for computer-human interaction. He earned his BFA in photography from the Maryland Institute College of Art and studied cognitive science as part of the MS program at Philadelphia University. More information can be found at http://anikto.com.

**Natalie Sappleton** is a doctoral researcher at Manchester Metropolitan University. Natalie graduated from the University of Glasgow in 2002 with First Class Honours in Economics and Politics, and began a career in Policy and Research. In 2003, she worked at the Equal Opportunities Commission on an Investigation into occupational segregation and gender stereotyping in science and engineering. Since then, she has worked at Manchester Metropolitan University and the University of Salford on research projects relating to gender and the labour market. Her doctoral research is investigating whether the networks of male and female entrepreneurs operating in gender atypical industries differs from those of business owners in gender typical sectors, and whether this has an impact on their performance of their businesses. In 2008/09, Natalie was a scholar at the Kluge Center, Washington DC.

**Antoinette Pole** is an Assistant Professor of Political Science & Law at Montclair State University. She studies the intersection of information technology and politics, exploring theoretical questions related to representation and political participation. Professor Pole recently authored Blogging the Political: Politics and Participation in a Networked Society (Routledge, 2010). An expert on political blogs, she has been interviewed for her work by the Chicago Tribune, Philadelphia Tribune, Boston Globe, and Rhode Island Monthly Magazine. Her work appears in peer-reviewed journals such as Public Choice, American Journal Public Health, and International Journal of Technology, Knowledge and Society. Additionally, Professor Pole writes about state politics, coauthoring New York Politics: A Tale to Two States, Second Edition (ME Sharpe, 2010).

**Timothy R. Hill** is the chair of the Management Information Systems department and a Linda F. Morasch Fellow for Innovative e-Learning in the College of Business at San Jose State University. He has published research on innovative applications of emerging technologies, spanning artificial intelligence, neural networks, graphic visualization and manipulation, and more recently, mobile, multi-layered, media-rich e-learning environments and Web-related phenomenon involving social perception, identity and content aging. He continues to experiment in e-Learning with a variety of techniques, technologies and pedagogies.
Leslie Jordan Albert is an Assistant Professor in the Management Information Systems department in the College of Business at San Jose State University. She received her Ph.D. in MIS from the University of Oklahoma. Her research interests include computer-mediated communication, gender differences in IS, social networks, online learning, and the ability of technology to enhance individual creativity. Her work has been published in Information Systems Journal and in numerous conference proceedings.

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Monica Whitty is lecturer in the Division of Psychology at Nottingham Trent University in the UK. She is the first author of *Cyberspace Romance: The Psychology of Online Relationships* (2006, Palgrave), and *Trust, Lies and Truth on the Internet* (2008, Routledge). In recent years, her work has focused on online dating, cyber-relationships, Internet infidelity, misrepresentation of self online, cyberstalking, cyberethics, and Internet and e-mail surveillance in the workplace.

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Kristina S. Setzekorn is a financial advisor with Smith Barney, Inc. in Evansville, IN. She earned her Ph.D. at Southern Illinois University-Carbondale, where she majored in MIS and minored in operations management. Her MBA is from Southern Illinois University-Edwardsville and her B.S. is from Iowa State University. In her previous academic career, Dr. Setzekorn taught MIS, global IT strategy, telecommunications, microeconomics and operations. Her research dealt with performance impacts of information and coordination, at individual, organizational and supply chain levels.

Ashley King is currently undertaking a bachelor’s degree in business, specializing in finance, at Wayne State University, Michigan. She expects to graduate in May 2008. In addition to her studies, she plays Division I ice hockey at Wayne State University. Her future plans include moving back to her hometown of Winnipeg, Manitoba, where she intends to pursue a career in finance.

Sudhir H. Kalé, Ph.D. is professor of marketing and co-director of the Globalization and Development Center at Bond University in Australia. With over 100 publications to his credit, Dr. Kalé’s research has been published in top scholarly journals including *Journal of Marketing, Journal of Marketing Research,*
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Journal of Applied Psychology, Journal of International Business Studies, and Journal of International Marketing. Of late, he has shifted his research focus to the study of customer relationship management (CRM), spirituality in marketing, and the marketing aspects of casino management. Dr. Kalé serves on the editorial review board of several journals in gaming, management and marketing. He has conducted over 200 executive development seminars and workshops across four continents on a range of topics such as the Enneagram, applications of the Myers-Briggs type indicator in management, corporate culture, and psychological aspects of selling.

Mark T. Spence, Ph.D., joined Bond University, Australia, in 2002, where he is associate professor of marketing. He has taught a variety of marketing courses to undergraduates, postgraduates and executives, including consumer behavior, marketing strategy, market research and entrepreneurship. He has presented executive development workshops in the United States, Macau and in Europe. He has published in top academic journals including the Journal of Marketing Research, Journal of Consumer Research, the European Journal of Marketing, Organizational Behavior and Human Decision Processes, Business Horizons, and Psychology and Marketing.

Nainika Seth is an assistant professor of information systems in the Department of Economics and Information Systems at the University of Alabama in Huntsville. She received her Ph.D. from Southern Illinois University at Carbondale in 2002. Her research interests include IT infrastructure, IT value and the role of IT in supply chains. Her research has been published in MIS Quarterly, Journal of Management Information Systems, Communications of the ACM, Omega, Information Resources Management Journal and presented at the ICIS conference.