About the Contributors

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Margaret Tan is an Associate Professor at the Wee Kim Wee School of Communication and Information, and Deputy Director of the Singapore Internet Research Centre at Nanyang Technological University. Her research focuses on knowledge management and mobilization, electronic trust and security, data protection and privacy, e-Government, and the digital societies. She has published widely over 100 articles in various scholarly journals and conferences, including two books, “The Virtual Workplace,” and “e-Payment: The Digital Exchange.”

Francis Pereira is the Director of Industry Research at the CTM, Marshall School of Business, University of Southern California. His research focuses on business issues in telecommunications, particularly the adoption rates of E-commerce in the small and medium size enterprises, and business models in new multimedia environment and the effects of emerging technologies on these models. Francis has published papers in journals that include the Journal of Communications Networks and the Journal of the Institution of British Telecommunication Engineers.

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Omar El-Sawy is Professor of Information Systems at the Marshall School of Business of the University of Southern California. He specializes in IT-enabled business strategy in turbulent environments, and business models for digital platforms. He is the author of over 100 papers, serves on several editorial boards, and is a six-time winner of the Society for Information Management’s Annual Paper Award. Prior to joining USC, Professor El Sawy worked as an Engineer at NCR Corporation, and as Manager of computer services at Stanford University, served as an Advisor to the United Nations Development Programme in Egypt, and was a Fulbright scholar in Finland.

Fan Jing has a B.Arts (English Literature and Education) and MSc (Information Studies) from Nanyang Technological University, Singapore. She is currently marketing and promoting a payment aggregator product in the emerging mobile market.

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About the Contributors

Joshua Ho is a Software Engineer who has spent most of his early career designing and building software in the process automation and defense industries. In 2006, he discovered the Web as a powerful medium for creating interesting and useful applications. Rallying a few friends, he started his 1st Web startup and has not looked back since.

Tahani Iqbal holds a Master in Public Policy from the National University of Singapore, and a BSc in Economics and Management from the London School of Economics. She was a Research Associate at the Singapore Internet Research Centre, Nanyang Technological University. Her research interests include ICT policy and regulation, infrastructure and urban policies, and public sector reforms.

Noriahni Ismail is a graduate of the Master’s of Science in Information Studies programme at Nanyang Technological University. She has been a Librarian in the Public Libraries, National Library Board Singapore, since 2006 and has an interest in the research of printed books. Noriahni also holds an undergraduate degree in Bachelor of Business from Nanyang Technological University.

Fan Jing is a recent graduate of the Master of Science in Information Studies programme at Nanyang Technological University. Her research interest in the smartphone platform and trends has led her to write a paper “Smartphone Application Wave and Trends on Different platforms” during the course “Interactive Digital Media Marketplace” under the supervision of Professor Ravi S. Sharma. Fan Jing also holds an Undergraduate Degree of Bachelor of Arts in English Literature and Education. She is currently working in an innovative start-up company as a marketing professional promoting a payment aggregator product to the emerging mobile internet market.

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Elizabeth Lee is a graduate of the Master of Science in Information Studies programme at Nanyang Technological University. She has been a public librarian at the National Library Board of Singapore since 2005 and has interest in research on printed books in the library industry. Elizabeth also holds an undergraduate degree in Computer Science from the National University of Singapore.

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Arun Mahizhnan is Deputy Director of Institute of Policy Studies at the National University of Singapore. He is also concurrently Adjunct Professor at the Wee Kim Wee School of Communication and Information at the Nanyang Technological University. His research interests include policy issues pertaining to new media and its impact on society.

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Bakrudeen Nizam has completed his Master of Science in Information Systems in the year 2010. His interest in Digital Media Marketplace has led him to study the IDM course in his Master’s programme. He submitted a paper on “Profiting from IDM Innovations: Learning from Amazon.com & iTunes” for his final project. Bakrudeen Nizam is currently working as a Technical Manager in a European Company.

Penny Peng is currently an Executive in a media and publishing company. She was previously a Research Assistant at SIGIDE. She earned a B. Eng (1st class honours) in Electrical & Electronics Engineering from Nanyang Technological University and is currently pursuing post-graduate qualifications.
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Sander Myint Shwe is a recent graduate of the Master of Science in Information Systems programme at Nanyang Technological University. Her research interest in the business model has led her to pursue a critical inquiry information system during the course of study in the area of “Developing Online Tool for Business Modeling of Interactive Digital Media Marketplace” under the supervision of Professor Ravi S. Sharma. Prior to this, her professional experience was in Cost and Management Accounting after she finished her professional certification in LCCI Level III. Sander also holds an Honour degree of Bachelor of Computer Technology from University of Computer Studies, Yangon, Myanmar.

Lena Stephanie is currently a doctoral candidate at Nanyang Technological University, Singapore, with research interest in e-health business models. A certified Project Management Professional (PMP), she has successfully managed several research and IT projects in her career of over twelve years. Lena also holds a B.Eng from PSG College of Technology, India, and a MBA from Anna University, India.

Tan Chee Liang graduated with a Master of Science in Information Systems from Nanyang Technological University (NTU) in 2010. His research interest in the area of social media and marketing has led his team to come out with a paper on the effect of Web 2.0 Features on Social Networks for viral marketing. His professional experience is in Information Technology where he currently heads the Technology and Services team in one of the local polytechnics. Chee Liang also holds a Bachelor degree in Engineering from NTU with a minor in Business.

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