About the Contributors

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**Laurent Donzé** is Professor of Statistics at the University of Fribourg (Switzerland). After his PhD in Econometrics at the University of Fribourg, he worked several years as research fellow on different projects in the field of applied statistics and econometrics. During this time, he completed his formation by studies in mathematics. In 1996, he was engaged as research fellow at the Swiss Federal Institute of Technology in Zurich (KOF ETH Zurich) and since 2002, he is teaching Statistics and Applied Econometrics at the University of Fribourg. His main research interests are in survey statistics, in measuring economic inequality and the impact of economic policy programs.

**Núria Agell** has been a Full Professor at ESADE since 2003 and Director of the ESADE Business School’s PhD programme in Management Sciences since 2005. She was awarded a PhD in Mathematics from UPC for a dissertation on Qualitative Reasoning Modelling. She is the coordinator of the ESADE Research Group on Engineering Knowledge (GREC) and an active member of ARCA (Qualitative Reasoning Automatization and Applications). In October 2006, she was named President of the Catalan Association for Artificial Intelligence (ACIA). She is currently the leading coordinator of several publicly and privately-funded projects on the application of artificial intelligence to business, marketing, and finance.

**Mònica Casabayó** is currently in charge of the Consumer Behaviour and Market Research Area in ESADE’s Department of Marketing Management. She is actively participating in a research project focused on the methodological aspects of marketing research, in particular the application of techniques from other disciplines (mainly Artificial Intelligence) to classical marketing problems, such as segmenting and forecasting consumer behaviour. In 2005 she was awarded a PhD by Edinburgh University’s College
of Humanities and Social Science. She won the “AI 2003 Best Poster Award” at the SGAI (International Conference on Innovative Techniques and Applications of Artificial Intelligence) held in Cambridge in December 2003. She has published in various national and international marketing journals. She has been an Associate Professor at ESADE since 2000.

Adrian David Cheok is Director of the Mixed Reality Lab, National University of Singapore. He is Associate Professor in the Department of Electrical and Computer Engineering. He became full Professor in Keio University, Graduate School of Media Design (Japan) in April 2008. He has previously worked in real-time systems, soft computing, and embedded computing in Mitsubishi Electric Research Labs (Osaka, Japan). He has been working on research covering mixed reality, human-computer interfaces, wearable computers and ubiquitous computing, fuzzy systems, embedded systems, and power electronics. He has successfully obtained funding for externally funded projects in the area of wearable computers and mixed reality from Nike, National Oilwell Varco, Defense Science Technology Agency, Ministry of Communications and Arts, National Arts Council, Singapore Science Center, and Hougang Primary School.

Miri Chung is currently a Doctoral student in Marketing at the University of Rhode Island. She received her BS in Education and Business Administration and M.S in Regional Information from Seoul National University. Her research interests are information diffusion, technology usage, and network effect on online. At the Association of Information Systems (AMICS 2006) Global Conference, one of her studies focusing on the empirical study of e-business was awarded the best paper of the year.

Sara Denize is a member of faculty and Associate Head of School at the University of Western Sydney and an affiliate of the Centre for Innovation and Industry Studies. Her research focuses on complexity in networks and interfirm relationships in a number of marketing settings.

Daniel Fasel is a PhD student at the Department of Computer Sciences at the University of Fribourg, Switzerland. He received his Masters of Arts in Information Systems and his Bachelor of Arts in Information Systems from the University of Fribourg. In addition to his studies, Daniel is employed as a System Engineer with the Department of Computer Science. He has four years of working experience in software engineering and quality management for a medical device manufacturing company. Daniel has published a number of research articles in the area of fuzzy logic and data warehousing.

Jan Fivaz (1974) is writing his PhD in Political Science at the Autonomous University Institute IDHEAP in Lausanne. He is also working as a Research Assistant at the University of Bern. His areas of research consist of electoral behavior, political parties, political representation, and e-Democracy. In 2009, he obtained a Master of Arts in History, Political Science, and Economics. Since 2003, he has been involved in the development of the voting advice application (VAA) smartvote.

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Natascha Hoebel, PhD, born 1977, studied computer science at the University of Applied Sciences in Frankfurt focusing on software engineering and business administration. Here she developed in her thesis a web application for the visualization of graph algorithms in the field of e-learning. 2000 to 2002, she worked as an web and application programmer at an e-commerce company. In 2003, she became a “Sun Certified Programmer for the Java 2 Platform.” Since 2004, she has been a college Lecturer at the University of Applied Sciences and since 2005 Web project manager at Gaia Oasis. 2006 to 2011 she worked as a research assistant at the Goethe University of Frankfurt and obtained her PhD. Her research interests include Web mining, new web media, consumer behavior, J2EE enterprise applications and data privacy.

Michael Kaufmann is working as a data architect at Swiss Mobiliar Insurance & Pensions in Switzerland since 2009, where he is responsible for data modeling and metadata management. He is external PhD Student in Computer Science with the Information Systems Research Group of Professor Andreas Meier at the University of Fribourg, Switzerland. After graduation in Computer Science with a Master’s Degree in 2005, he worked as a data warehouse analyst at PostFinance, the financial service provider of the Swiss Post.

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Andreas Ladner (1958) is Professor for Political Institutions and Swiss Public Administration at the Autonomous University Institute IDHEAP in Lausanne. His areas of research include political parties, municipalities, institutional change, and e-Democracy. He has conducted several major research projects on behalf of the Swiss National Science Foundation and authored books and articles on these topics. His latest book analyses the influence of municipal size on the quality of democracy in Swiss municipalities.
About the Contributors

Ladner also leads a research project on the voting advice application (VAA), smartvote. He has been published in *International Political Science Review*, *the European Journal of Political Research*, *West European Politics, Electoral Studies and Party Politics*, among others. He also regularly comments on Swiss politics in the media.

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**Sharon Purchase** works within the marketing discipline at the UWA Business School. Her research interests include business networks and relationships within various contexts.

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Rachel Yager is a Professor at the School of Management of Metropolitan College of New York. She specializes in developing strategies for using emerging Web technologies to attain high impact business solutions. She is an engineer with specialization in electrical engineering, industrial automation, robotics, and controls. She also has expertise in computational intelligence, knowledge engineering, and business analytics for decision support. With a doctorate scholarship from French Ministry of Education – L’Association Nationale de la Recherche et de la Technologie (ANRT) - she earned her PhD in Computer Information Systems, and a Master’s Degree in Industrial Automation and Operations Management, from INSA de Lyon, Institut National des Sciences Appliquées de Lyon, France. She has a Bachelor’s Degree in Electrical and Electronic Engineering from the Nanyang Technological University.
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**Ronald R. Yager** has worked in the area of machine intelligence for over twenty-five years. He has published over 500 papers and fifteen books in areas related to fuzzy sets, decision making under uncertainty, and the fusion of information. He is among the world’s top 1% most highly cited researchers with over 7000 citations. He was the recipient of the IEEE Computational Intelligence Society Pioneer award in Fuzzy Systems. Dr. Yager is a fellow of the IEEE, the New York Academy of Sciences, and the Fuzzy Systems Association. He was given a lifetime achievement award by the Polish Academy of Sciences for his contributions. He served at the National Science Foundation as program director in the Information Sciences program. He was a NASA/Stanford visiting fellow and a research associate at the University of California, Berkeley. He has been a Lecturer at NATO Advanced Study Institutes. He is a distinguished honorary Professor at the Aalborg University Denmark. He is an affiliated distinguished researcher at the European Centre for Soft Computing. He received his undergraduate degree from the City College of New York and his PhD from the Polytechnic University of New York. Currently, he is Director of the Machine Intelligence Institute and Professor of Information Systems at Iona College. He is Editor in Chief of the *International Journal of Intelligent Systems*. He serves on the editorial board of numerous technology journals.

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