About the Authors

Payam Hanafizadeh is an Assistant Professor of Industrial Management at Allameh Tabataba’i University (formerly called Tehran Business School) 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 at Tehran Polytechnic University and pursues his research in information systems, particularly e-commerce, e-business models, and e-readiness assessment and decision making under uncertainty. Dr. Hanafizadeh is the co-author of *Electronic Commerce, Definitions and Barriers* (2nd edition) which is used as a reference text book at Payame-Noor University (formerly named Open University) throughout the country. He has authored several other successful books such as *Holding Companies: Definitions, Concepts, and Structures*, *Multi-Dimensional Construct Research Method in Persian*, and he has written over 50 articles for leading journals such 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*, *Energy Policy*, *Journal of Information Technology Research*, *Higher Education Policy*, *Business Process Management Journal*, to name only a few. Meanwhile, he has been serving on the Editorial Review Board for the *International Journal of Information Technologies and Systems Approach*, 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*. Dr. Hanafizadeh was named as the best researcher of Tehran Province in 2006. He was also invited to lecture at several top management schools in the country as well as joint international MBA programs with LinkÖpings University, Sweden, in Tehran, Iran. Dr. Hanafizadeh has also served as a consultant to several major public and private organizations including the Ministry of Information, Telecommunication and Technology, the Ministry of Interior, National Petrochemical Company, pharmaceutical companies, automotive companies, and many more.

Mehdi Behboudi is a Lecturer of Marketing at Department of Business Management, School of Management and Accountancy, Qazvin Branch, Islamic Azad University, Qazvin, Iran. Mehdi Behboudi is also a Lecturer and Head of Business Management Department at Ghazali’s Higher Education Institute. He has a background in teaching marketing principles, marketing research, marketing seminar, international marketing, and international business for undergraduate and graduate students. He also is Manager of the Online Advertising and Internet Marketing Department at Management and Productivity Research Center, MPRC. He has authored several successful books such as *International Marketing*.
and Successful Entrepreneurs in Persian, and his articles have been appeared in international journals, including: International Journal of Online Marketing, International Journal of Business and Management, International Business Research, International Journal of Marketing Studies, Interdisciplinary Journal of Research in Business, Journal of Basic and Applied Scientific Research, African Journal of Business Management, Indian Journal of Science and Technology, and Australian Journal of Business and Management Research. In this regard, he is serving as member of editorial review board for International Journal of Marketing Studies. Meanwhile, Mehdi Behboudi was named as the best researcher of Qazvin Province in 2010. As an advertising expert, Mehdi Behboudi is Chief Marketing Executive, CME, at Hadef Subsidiary in Iran. He is known as an online advertising and Internet marketing Author, Speaker, and Consultant. He has delivered many speeches for different companies in marketing and advertising context. He has a knowledgeable experience in branding, online advertising strategies, inverse advertising, online reputation management, search engine advertising, and viral advertising strategies.