About the Contributors

**Hatem El-Gohary** is the Editor-in-Chief of the International Journal of Online Marketing (IJOM), Associate Editor of the “The International Journal of Customer Relationship Marketing and Management (IJCRMM) and the UK Director for the Institute for Research on Global Business (IRGB - UK). He have more than 18 years of experience in academia, worked as the marketing Director of a multinational company as well as a marketing consultant for a number of national and multinational companies. His research interest include: Electronic Marketing, Electronic Business, Electronic Commerce, Internet Marketing and Small Business Enterprises. He has published several articles and book chapters and presented several research papers in various international conferences. He holds a PhD, MSc, MRes, PGDip, BSc as well as PGCHE. He is also a Certified E-Marketer (CeM), an AABPP Fellow, HEA Fellow, CIM member (MCIM) and has a significant record of experience in voluntary work in Egypt and the UK. With regards to awards and honours Dr. El-Gohary won: the Routledge Best Paper Award 2007, The American Academy of Business and Public Policy Best Paper Award 2009, the Ideal Student for Cairo University Award 1992, the Ideal Student for Cairo University Business School Award (twice for the years 1991 and 1992) as well as The SLED Best New Mentor Award 2007.

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**Yasemin Bal** started her academic career as a research assistant at Yildiz Technical University in 2005. At present, she continues her doctoral education in the field of human resources management at İstanbul University Business Administration Faculty. She curently carries out her academic research on her PhD thesis named “The Effect of Competitive Strategies on Human Resource Management Applications”. Her areas of interest include; management and organization, strategic human resources management, strategic management.
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Stuart J. Barnes is Chair and Professor of Management in the Norwich Business School at the University of East Anglia. Previously he worked at Victoria University of Wellington, New Zealand, and the University of Bath. Stuart has been teaching and researching in the information systems field for over a decade and half. His academic background includes a first class degree in Economics from University College London and a PhD in Business Administration from Manchester Business School. His primary research interests centre on the successful utilization of new information and communications technologies by businesses, governments and consumers. He has published five books (one a best-seller for Butterworth-Heinemann) and more than a hundred and fifty articles including those in journals such as European Journal of Marketing, Journal of Marketing Management, International Journal of Electronic Commerce, International Journal of Advertising, Communications of the ACM, Communications of the AIS, and Information & Management.

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Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Technology and Tourism. He is currently Established Chair in Tourism and Deputy Director of the International Centre for Tourism and Hospitality Research (ICTHR) and Director of the John Kent Institute in Tourism at the School of Tourism at Bournemouth University and Professorial Observer at the Bournemouth University Senate. He is also the President of the International Federation of Information Technology for Travel and Tourism (IFITT). He is regarded as an expert in the impacts of ICTs in the tourism industry, the management of tourism distribution channels as well as in strategic tourism marketing and management. He has recently included accessible tourism in his research portfolio. Dimitrios has been involved with a number of European Commission FP5 and FP6 projects and regularly advises the World Tourism Organisation, the World Tourism and Travel Council and the European Commission on eTourism.

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Sandy Chong, PhD in Information Systems, is Director of Verity Consulting and a Senior Research Fellow at the Curtin University of Technology. She conducts research in the area of ECommerce adoption, internet marketing, international marketing, corporate communication, and cross-cultural studies.
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Ayşe Demirhan is a research assistant at the Quantitative Sciences branch in Business Administration Department of Yildiz Technical University. She received her Bachelors of Science and M.Sc. degrees in Econometrics from Marmara University and her PhD in Quantitative Sciences from Istanbul University. Her areas of interest include panel data, data mining, statistics.

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Anastasios Economides received the Dipl.Eng. degree in electrical engineering from the Aristotle University of Thessaloniki. Holding a Fulbright and a Greek State Fellowship, he received the M.Sc. and the Ph.D. degrees in computer engineering from the University of Southern California, Los Angeles. Currently, he is Professor of Computer Networks and Telematics Applications. Since 2008, he is the Chairman of the Information Systems Postgraduate Program at the University of Macedonia, Thessaloniki, Greece. His research interests include e-tourism, e-learning and computer networking. He has published over 170 peer-reviewed papers. He is an IEEE Senior member.

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