About the Contributors

Patricia Ordóñez de Pablos is a Professor in the Department of Business Administration and Accountability in the Faculty of Economics of the University of Oviedo, Spain. Her teaching and research interests focus on the areas of strategic management, knowledge management, intellectual capital measuring and reporting, organisational learning, and human resources management. In recent years she started a new stream of research: Asia. She serves as Editor in Chief of *International Journal of Asian Business and Information Management*, Executive Editor of the *International Journal of Learning and Intellectual*, and Associate Editor of *Behaviour and Information Technology*. From 2008-2010 she served as Editor in Chief of *International Journal of Chinese Culture and Management*. She co-edited several books such as *The China Information Technology Handbook* (Springer), *Knowledge Networks: The Social Software Perspective* (IGI Global), and *Knowledge Ecology in Global Business: Managing Intellectual Capital*, among others.

***

Albena Antonova is a Lecturer at Sofia University, Faculty of Economics and Business Administration. She works on number of projects in the field of knowledge management, e-business, serious games, business and management education, e-learning and TEL models and methods, e-Business, technology entrepreneurship, innovation management, and living labs. Her research interests include knowledge management, service science, serious games, knowledge management systems, innovation processes, technology entrepreneurship, knowledge sharing, knowledge transfer, and others.

Piotr Bródka is a PhD student at the Institute of Informatics, Wroclaw University of Technology, Poland. He received his MSc in Computer Science from the Wroclaw University of Technology, Poland in 2008. His scientific interests include complex social networks and social network analysis, especially extraction and dynamics of communities within complex multi-layered social networks. He has authored over 20 scholarly and research articles on a variety of areas related to social networks and social network analysis.

Murat Çetin has completed his undergraduate and graduate studies in Middle East Technical University, Department of Architecture. He was awarded by the Higher Education Council for a scholarship to conduct his Doctoral studies at Sheffield University in United Kingdom. He participated in various international conferences and published papers in journals and books. After his return, he taught at Balikesir University, Department of Architecture and Yeditepe University as an Assistant Professor. He
About the Contributors

also won a citation awards in one urban design competition and one architectural conservation project competition. He currently teaches at King Fahd University of Petroleum & Minerals.

**Merete Crofts** is an Associate Lecturer in the School of Information Systems at Deakin University, Australia. Merete holds a Master’s degree which explored the socio-technical perspective in global software development teams. Her current research is focused on corporate social and environmental responsibilities in the small business area.

**Koray Erek** received his Diploma degree in Industrial Engineering from the Berlin Institute of Technology and the Haas School of Business at Berkeley (CA, USA) in 2006. During his studies he completed internships at Daimler AG, Siemens AG, and Pirelli Tyres Ltd (UK). Since 2007 he works as research assistant to Prof. Dr. Rüdiger Zarnekow at the Chair of Information and Communication Management at the Berlin Institute of Technology. His research focuses on the areas of green IT, ecological sustainability of information management, and IT sustainability.

**Tomasz Filipowski** is a PhD student at the Institute of Informatics, Wrocław University of Technology, Poland. He received his MSc in Computer Science from the Wroclaw University of Technology, Poland in 2010. His scientific interests include complex social networks and social network analysis, especially extraction and dynamics of communities within complex multi-layered social networks. He has authored so far 4 scholarly and research articles on a variety of areas related to social networks and social network analysis.

**Bardo Fraunholz** is a Senior Lecturer in the School of Information Systems at Deakin University, Australia. Bardo has spent the last decade researching Business Process Management where he has widely published in international journals and conferences. His current research is focused on investigation how the use of systems including environmental systems can improve business performance while ensuring a sustainable environment.

**Peter C. Gossin** is pursuing his MBA in the School of Business & Economics at Seattle Pacific University, with a concentration in Social and Sustainable Enterprise. He is currently serving as the Lead Consultant for North America for ChangeLabs, partnering with leading brands to create innovate change programs and sustainable competitive advantage. Prior to joining ChangeLabs, Peter spent five years in the Microsoft Corporation’s Customer and Partner Experience program, using data to help drive service management decisions. Mr. Gossin holds a Bachelor of Science in Information Technology from Rochester Institute of Technology.

**Li Guangming** is an Associate Professor in Economics, PhD, acting Dean of Shenzhen Tourism College, Jinan University, China. With his PhD degree, Dr. Li graduated from Northeast University of China in 1990 under the supervision of Professor Usui Shinnosuke from Tohoku University, Japan. He went to New Zealand in 1996 and graduated from Massey University in 1998 with a Master’s degree in Management. He has worked with some large companies and government departments in metallurgical, automobile, logistics, and tourism industries. His recent research areas include ecological industries, natural resource and environment economics, and tourism management.
About the Contributors

Rabindra Ku. Jena is presently working as an Associate Professor (Information Technology) at Institute of Management Technology, Nagpur, India. He has degrees in M.Sc, M.Tech (Computer Science & Engineering) and PhD from Indian Institute of Information Technology and Management, Gwalior, India. He has more than 13 years of experience in teaching and research.

Przemysław Kazienko received his MSc and PhD degrees in Computer Science with honours, both from Wrocław University of Technology, Poland, in 1991 and 2000, respectively. He obtained his Habilitation degree from Silesian University of Technology, Poland, in 2009. Recently, he serves as a Professor of Wrocław University of Technology at the Institute of Informatics, Poland. He was also a Research Fellow at Intelligent Systems Research Centre, British Telecom, UK in 2008. For several years, he held the position of the Deputy Director for development at Institute of Applied Informatics.

Ryan C. LaBrie, Ph.D., earned his Ph.D. from the W. P. Carey School of Business at Arizona State University. He is an Associate Professor of Management & Information Systems in the School of Business & Economics at Seattle Pacific University. Prior to academia, Dr. LaBrie spent ten years working for the Microsoft Corporation, finishing his career as a Program Manager in the Enterprise Knowledge Management Group. Professor Labrie’s research and teaching interests lay at the intersection of technology, business, and ethic, as well as in the areas of database and knowledge management. Professor LaBrie also enjoys golfing and traveling with his family.

Michael Lang is a Lecturer in Information Systems at the J.E. Cairnes School of Business and Economics, NUI Galway, Ireland. His research interests are principally within the area of IS security and ethics, building on his previous work on IS analysis and design. His work has featured in IEEE Software, Communications of the AIS, Scandinavian Journal of Information Systems, Information & Software Technology, IEEE Multimedia, Information Systems Management, Requirements Engineering, and a number of other prominent journals and conferences. He is on the editorial board of a number of international journals and the executive committee of the International Conference on Information Systems Development.

Jasmine Yeap Ai Leen graduated with an MBA from Universiti Sains Malaysia (USM). She is currently working on her PhD in the field of technology management focusing on human-computer interactions in the School of Management, USM. Her research interests include areas in electronic commerce, e-retailing, online trust and loyalty, web interface design, and social-networking.

Fabian Loeser is a research associate at the Berlin Institute of Technology and Management. His main research topics are sustainability and strategic IT management. Fabian Loeser received a diploma with honors after studying IT Engineering and Business Administration at the Technical University Berlin and at the Universidad Complutense de Madrid. Fabian Loeser gained practical experience as IT Management Consultant in several projects with industry-leading German companies.

Malliga Marimuthu, PhD, is a senior Lecturer at the School of Management, Universiti Sains Malaysia. She was conferred Doctor of Philosophy (management) from the University of Newcastle, Australia in 2008. Her major research interests are in the area of technology marketing, services marketing, retailing, strategic marketing, contemporary marketing, business geographical information systems,
About the Contributors

and research methodology. Her publications have appeared in *Journal of Marketing Development and Competitiveness*, *Business Strategy Series*, *World Applied Sciences Journal*, *International Journal of Marketing Studies*, and *World Academy of Science, Engineering and Technology Journal*. She is actively involved in the supervision of PhD and Masters students and currently conducting several research for the obtained grants.

**Osman Mohamad** PhD (Strathclyde) lectures in marketing subjects such as Marketing Management, International Marketing, and Strategic Marketing at the School of Management and Graduate School of Business in Universiti Sains Malaysia (USM). His research interests are internationalization of Malaysian firms and the impact of IT on consumption behavior. He has published articles in the *Journal of Business Research*, *Multinational Business Review*, *Journal of Product and Brand Management*, *International Journal of Business and Management*, *International Review of Business Research*, *Malaysian Management Journal*, *Asian Academy of Management Journal*, and *Journal of International Business and Entrepreneurship* to name a few. He is also actively involved in the supervision of PhD, DBA, and MBA students.

**Lisa Molloy** is a graduate of NUI Galway, from where she obtained her B.Sc. and M.Sc. in Business Information Systems. She is currently employed as an IT specialist by a large multinational company that develops technical solutions for the global financial services sector.

**Azizah Omar**, PhD, is presently an Associate Professor specialising in marketing and wellness management at School of Management, Universiti Sains Malaysia (USM). She teaches and supervises undergraduate and postgraduate (MBA, MA, PhD, and DBA) students especially in the area of consumer behavior, service quality, green marketing, and web-based marketing. She has published her works in various international journals such as *South African Journal of Clinical Nutrition*, *Journal of Telemedicine and Telecare*, and *Journal of Marketing Development & Competitiveness*. She obtained her PhD from Monash University, Melbourne, Australia (2006); Master of Business Administration, Universiti Sains Malaysia (2000); and Bachelor of Health Sciences from Curtin University, Perth, Australia (1996).

**Cagil Ozansoy** received his B.Eng. degree in Electrical and Electronic Engineering (Hons.) from Victoria University, Melbourne, Australia in 2002. In 2006, he completed his PhD research degree in the area of power system communications. He is now working as a Lecturer and Researcher in the School of Engineering and Science, Victoria University. His major teaching and research focus is on electrical engineering, renewable energy technologies, energy storage, and distributed generation. He has successfully carried out and supervised many sustainability related studies in collaboration with local governments in the past. These include the assessment of solar and wind electric energy potential in Melbourne’s west. Dr. Ozansoy has over 25 publications detailing his work and contributions to knowledge.

**Craig Parker** is a Senior Lecturer in the School of Information Systems at Deakin University, Australia. He is Associate Editor for the *Journal of Electronic Commerce in Organizations* and *Australasian Journal of Information Systems*. He has spent over a decade conducting research on small business adoption and use of eBusiness and holds a PhD in this area. He also researches how to engage small business in environmental sustainability and corporate social responsibility.
Kamatchi Pillai received her B.E. degree in Electronic and Instrumentation Engineering from Manonmoniam Sundaranar University, India, in 2004. She received her Master of Technology Degree in VLSI design from Sathyabama University, India, in 2006. Now, She is doing Ph.D. in the School of Engineering and Science, Victoria University, Melbourne, Australia. The main aim of her research is to investigate techniques for building Web-based DHE (Digital Habitat Ecosystem) that will monitor and control the utilization of vital resources, such as water and electricity.

T. Ramayah has an MBA from Universiti Sains Malaysia (USM). Currently he is a Professor at the School of Management in USM. He teaches mainly courses in Research Methodology and Business Statistics. His publications have appeared in Computers in Human Behavior, Resources Conservation and Recycling, Journal of Educational Technology & Society, Journal of Project Management (JoPM), Construction and Architectural Management (ECAM), and North American Journal of Psychology. Having his contributions in research acknowledged, he is constantly invited to serve on the editorial boards and program committees of several international journals and conferences of repute.

Giovanna Sissa got her Degree in Physics in 1978. She is involved in ICT since 1980, as Strategic Consultant for Industries and Public Administrations. In 2000 she founded, and managed till 2009, the “Osservatorio Tecnologico” of the Italian Ministry of Education, an on-line service for school related to the widespread issue of ICT in education. Engaged on research area about ICT Systems for Sustainability, she wrote books and papers about the environmental aspect of ICT. As PhD student in Informatics at of the Universita degli Studi di Milano her research interests include the assessment methodologies of the “net environmental impact” of new ICT services.

Martijn Smeitink is working for Accenture at the Infrastructure Consultin practice in the Netherlands. He finished his Master’s degree in Business Informatics at the Utrecht University. During his studies Martijn has become very interested in IT sustainability. Among his research interests is inventorizing the measures companies can take to sustain their operations, and how sustainability strategies can be applied to the IT discipline. This chapter was written as result of some of the research he has done during and after his graduation period.

Marco Spruit is an Assistant Professor at the Department of Information and Computing Science at Utrecht University, The Netherlands. He received his PhD from the University of Amsterdam, The Netherlands. His research revolves around knowledge discovery processes to help achieve organizational goals through data mining techniques, business intelligence methods, linguistic engineering techniques, and social web technologies. Additionally, he investigates information security models, IT sustainability strategies and cloud computing frameworks as infrastructural safeguards, organizational drivers and enablers for knowledge discovery processes, respectively. His strategic research objective is to realise and valorise a multi-domain knowledge discovery platform.

Ruediger Zarnekow holds the Chair for Information and Communication Management at the Berlin Institute of Technology and Management. His research focuses on the areas of Strategic IT Management, Electronic Business, Telecommunications Management and Business Models for the ICT industry. Previously, he worked at the Institute of Information Management at the University of St. Gallen, Switzerland,
About the Contributors

where he lead the competence center “Industrialization of Information Management.” Prof. Zarnekow has been working as a consultant in the area of IT management for many years. He is a cofounder of IT Management Partner St. Gallen AG. As an author he has published various books and research articles.

An Zhaofeng is an Assistant Economist, from CCCC Fourth Harbor Engineering Institute Co. Ltd. in Guangzhou China. His research interests are in recycle economics, environment economics, and human capital theory.

Ambika Zutshi is a Senior Lecturer in the School of Management and Marketing at Deakin University, Australia. She holds a PhD in Environmental Management. Her current research is focused on examining the role of various stakeholders in the planning and implementation of environmental management systems. She has published widely in international journals and conferences.