About the Contributors

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**About the Contributors**

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**Rita Latha D’Couto** did her Master’s in Commerce, specializing in marketing management. She was awarded Doctoral degree by the University of Kerala for her work on career development of managerial women in the corporate sector. She has been teaching under-graduate students for the last 20 years. Dr Latha is on the executive committee of the Kerala chapter of the Indian Commerce Association. Student counseling is her forte apart from taking keen interest in analyzing women-related issues and problems. She has published articles on women-related issues and is now an Associate Professor with St Joseph’s College for Women, Alappuzha.

**Tony Douglas** is the Director of the Sales Division of Edinburgh Institute, the recently launched centre of excellence for selling, based at Edinburgh Napier University. Tony is passionate about the importance of selling skills to business and the professionalisation of sales as a discipline, and in getting selling up the business agenda. He is currently delivering sales and marketing support to SMEs through Scottish Enterprise’s Supplier Development Programmes. He has held a number of senior positions within the FMCG sector over a 20 + year period including management and buyer roles within Tesco PLC and as Sales and Marketing Director of the highly profitable Kinnerton Company Ltd. As mentor for Scottish Business Gateway, he has guided Fraser Doherty (young entrepreneur of Superjam) to success. Tony is currently studying for a Doctorate in Business Administration at Edinburgh Napier; his research area
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**Ron Fisher** is a Senior Lecturer in the Department of International Business at Griffith University. He joined Griffith in 2001 after a career in business spanning more than 30 years. Ron has a PhD in Organisational Behaviour, Master’s degrees in Business Administration, Transport Management, and Commerce, together with an undergraduate degree in Philosophy. Ron teaches and researches in Organisational Behaviour, Logistics and Supply Chain Management, Operations Management, and Organisational Change. Ron has published more than 70 refereed conference and journal articles. Prior to commencing employment at University, Ron was a Senior Manager in a career extending for more than 30 years. He has worked in a range of industries in the private, public and global business sectors, managing major change projects and large budgets. His work life involved extensive work with SMEs including several successful business turnarounds.

**Kin Gan** is a Senior Lecturer at the Faculty of Accountancy, Universiti Teknologi MARA, Melaka city campus. Her research interests cover intellectual capital, corporate governance, and audit committee. She is a fellow member of the Association of Chartered Certified Accountants, UK as well as Chartered Accountants of the Malaysian Institute of Accountants.

**C. Ganesh** is a professor with the University of Kerala, Thrivananthapuram, India. He did his Masters in Commerce and passed out in 1982 with first rank. He also possesses an MBA degree and has been teaching post-graduate students for over 29 years. He was awarded PhD by the University of Kerala for his work on financing of small-scale industry. A former Dean of Commerce, he had served in various
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capacities on the Academic Committees of several universities in India. He has also vast administrative experience having served as the Director of the University Institute of Technology from 1999 to 2007. He is also holding the post of Finance Officer of the University of Kerala since July 2011. Dr. Ganesh was made a Fellow of the Indian Commerce Association (ICA) in 2008 and is now the secretary of the Kerala chapter of ICA. Much of the research guided by Dr. C. Ganesh has been in the areas of marketing and finance. He has done commendable work in advertising and in environmental marketing (green marketing). In finance, his areas of interest are financial management and public finance. He has presented papers and chaired technical sessions in both national and international conferences. An environmental marketing model for India jointly developed by him was published in the UK based journal *Business Strategy & the Environment*.

**Rod Gapp** has an extensive background in organisational development from a normative re-educative perspective with a particular focus on enhancing value outcomes by growing individuals and groups in the areas of innovation and change, quality and sustainable management practices. He has researched, published and consulted in these areas across a number of industry settings. Currently, his work is in both the health and SME spheres where consulting and research is aimed at building entrepreneurial teams that enhance value by transforming concepts to outcomes through action learning. His aim in life is to unlock the hidden potential found in individuals by engaging them through effective learning processes that generate real participative activities. This establishes environments where trust, pride, and collaboration are seen as normal human behaviours and interactions.

**Sim Fong Hah** is the Production Planning and Materials Controls Manager at BDC International Ltd, a joint venture with Black & Decker, which specializes in manufacturing of Power Tools. Previously she was the Planning Manager of the Automotive Products Group at Johnson Electric Hong Kong, which manufactures car motors for clients such as General Motors and Ford. She has published several papers in international journals and regional conferences. She also has vast working experience in manufacturing facilities in China. Her areas of expertise include supply chain management, production planning, materials control, and inventory management.

**Camilla Jensen** is Associate Professor and Director of Studies at Nottingham School of Economics, Malaysia Campus. Prior to this she has worked as Associate Professor at Kadir Has University in Istanbul and as Associate and Assistant Professor at Copenhagen Business School. Camilla is also a research fellow with Center for Social and Economic Research (CASE) in Warsaw. She has extensive experience from living, teaching and doing research in the field. Her field experience includes work on Poland, Cuba, Turkey, and Malaysia. Camilla holds a PhD in Economics from University of Southern Denmark, Odense Campus. Her thesis was on Foreign Direct Investment and Technological Change in Polish manufacturing. Since then her research has focused on topics in economic development and transition, and in particular, related to firm performance and economic growth.

**Rao Kowtha** is an Associate Dean and Associate Professor of Management Solbridge International School of Business. Kowtha obtained his Doctorate in Management from Texas A&M University. Kowtha’s research primarily deals with organization design and its impact on strategy implementation and the importance of organizational culture for strategy execution. He has published and presented numerous papers in prestigious international journals and international conferences.
Ki-Hoon Lee is Senior Lecturer of Strategic Management and Corporate Sustainability at Griffith Business School, Griffith University in Australia and he has interests in all areas of Corporate Sustainability Management, but particularly in, sustainable supply chain management, corporate social responsibility and stakeholder management, strategic environmental management, climate change and emission trading scheme, sustainability accounting and reporting, and higher education. Prior to joining Griffith Business School, with a Professorship of Sustainability Management, Dr. Lee was based at Center for Sustainability Management (CSM), Leuphana University Lueneburg, Germany. He is a senior research fellow at CSM to develop international research projects including corporate sustainability barometer, sustainable supply chain management, and sustainability accounting and supply chain with colleagues in Germany, Korea, Japan, France and the UK. Dr. Lee holds associate editor position of Journal of Management and Sustainability; editorial board member of International Journal of Innovation and Sustainable Development, International Journal of Business and Management, The Productivity Review, Journal of Sustainability Research. In 2012, Dr. Lee received the international recognition as one of the top 10 highly cited contributors for 50 years anniversary of Management Decision with Emerald.

Olivia F. Lee is a Marketing Consultant and an Adjunct Professor of Marketing at Northwest University, USA. She has worked as an operation manager at two university hospitals and as a senior e-business market analyst in a business-to-business company prior to her academic career. Dr. Lee is a two-time Target Corporation teaching award-winner for her capstone strategic management courses. As an active researcher with multiple streams of research interest, her work focuses on technology practices in business environment, health care and service organization, and business resilience strategy. She has published her work at Psychology and Marketing, Healthcare Marketing Quarterly, Journal of Information Technology Management, International Journal of Organization Analysis, International Journal of Healthcare Information Systems and Informatics, International Journal of Information System Change Management, Review of Business Research, and book chapters on marketing and technology.

Carolina F. Machado received her PhD degree in Management Sciences (Organizational and Politics Management area / Human Resources Management) from the University of Minho in 1999, and Master’s degree in Management (Strategic Human Resource Management) from Technical University of Lisbon in 1994. Teaching in the Human Resources Management subjects since 1989 at University of Minho, she is since 2004 Associated Professor, with experience and research interest areas in the field of human resource management, international human resource management, training and development, management change, and knowledge management. She is Head of Management Department, at Economic and Management School at University of Minho, as well as Head of Human Resources Management Master and Head of Human Resources Management Work Group at University of Minho.

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Matthew L. Meuter received his Ph.D. in Marketing from Arizona State University in 1999. He is currently a full Professor of Marketing at California State University, Chico, USA, and is a member of the Research Faculty though the Arizona State University Center for Service Leadership. Dr. Meuter’s research focuses on the intersection of marketing and technology. His research has specifically focused on customer use and adoption of self-service technologies, satisfaction with technology use, and the strategic implications of integrating technology within a firm. His research interests also include the role of social media in the marketplace and its impact on firms and customers. He has published in the Journal of Marketing, the Journal of Business Research, Journal of Marketing Theory and Practice, and Psychology & Marketing.

Andre Mostert is Driving Entrepreneurship Manager at RDBS, with expertise in Islamic finance, entrepreneurship, intrapreneurship, and social enterprise. Andre is a recipient of a Social Entrepreneur Award from UnLtd for the mobilisation of virtual world for enterprise and employability skills. Andre Mostert is also a Research Associate at the School of Languages at Rhodes University, Grahamstown, South Africa, where he recently completed a Master’s thesis on the literary work of the poet Bongani Sitole. Mostert’s interests focus on entrepreneurship and enterprise in schools, the use of ICT in education and training, and the role of ICT in promoting the capture and dissemination of oral poetry. Mostert was the gaming scientist for the EU Player project to support young entrepreneurs and, together with Professor Kaschula co-developed the publish and thrive model of supporting the research records of emerging academics.

Sumesh Nair is currently working with Monash University Sunway campus, Malaysia as a Lecturer in the area of marketing. Dr. Nair has been teaching marketing, strategy, and other business subjects at both undergraduate and postgraduate levels for the past 14 years in three different countries, viz, India, Malaysia, and Australia. Dr. Nair’s primary research interest is the area of environmental marketing and sustainability.

Arash Najmaei is a Doctoral scholar in the Macquarie Graduate School of Management in Sydney Australia. His fields of interest include roles of executives’ cognition and business model strategies in the growth of small technology firms. He has published and presented up to 30 conference and journal articles in strategy, business model innovation, and knowledge management. This chapter is the second chapter Arash has written about the strategic role of business model for business books published by IGI Global.
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Anayo Dominic Nkamnebe, PhD, is Professor of Marketing at Nnamdi Azikiwe University Nigeria. Rev. Professor Nkamnebe started his academic career after an intermission in the private sector, and has published and presented scholarly papers in journals and conferences. He has rendered invited service to universities and institutions in Nigeria, Ghana, South Africa, and India, and is the Regional Editor (Africa) for International Journal of Social Entrepreneurship & Innovation—Inderscience-Switzerland. Also, he is on the editorial board of the following scholarly journals: Emerald Emerging Markets Case Studies (UK); Journal of Chinese Entrepreneurship (UK), African Journal of Accounting, Auditing and Finance (Inderscience-Switzerland), African Journal of Business and Economic Research (UK), African Journal of Economics and Management Studies (UK), Contemporary Economics (Poland), among others, and is representing Africa in the Board of International Society of Market and Development USA. Previous work has been supported by funding from MacAuthor Foundation. His current research interests cover the broad area of marketing and entrepreneurship with special bias for sustainability/developmental marketing & sustainability consumption, export marketing, e-business/commerce/marketing, and entrepreneurial marketing, apprenticeship, and micro & small business.

John C. Nzekwe is a postgraduate in the School of Law, Accounting and Finance, Faulty of Business and Society, at the University of Glamorgan. He has an MSc in the Management and Development of International Financial Systems. John has his own business, which he runs in Nigeria.

Sanya Ojo has been involved in entrepreneurial activities in the UK for over 20 years. His first-hand experience of the constraints and opportunities therein triggers interest in the academic exploration of Black African ethnic entrepreneurship in the UK. He has the privilege of choosing between career options, examining options critically, establishing educational preferences, placing bets on different knowledge paths, and changing careers as a consequence of his capacity to benefit from high-end knowledge about knowledge. He has conducted idiographic research in his field of interest and some of his works have been peer reviewed and in the public domain. Recently, he won the track best paper award at the 2012 Annual Conference of the International Academy of African Business and Development.

Maktoba Omar, PhD, is Reader in Marketing at Edinburgh Napier University and leader of the marketing group research cluster. She is teaching and module leader for number of models at different levels in the UK and overseas. Maktoba is a member of a range of professional organisations including the Academy of Marketing, the Academy of International Business, and the Institute of Learning and teaching in Higher Education. Maktoba has published and acted as editor and referee for a number of academic journals and preformed as track chair, presenter and member of the Vetting Panel for number of national and international conferences. Maktoba also Director of Studies and supervisor for number of PhD and DBA students in UK, Europe and overseas. Currently the main research focus is study of the impact of branding, emerging markets and foreign direct investment in relation to small and large UK companies operating overseas. She has number of consultancy projects and KTP for large and small companies.

Kaushik V. Pandya has been researching and teaching since 1986. He has supervised research students at various levels. He has over 60 publications to his name at international and national levels. His research includes; operations management, knowledge management, e-business, sustainability, and
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Hub within the Centre. Over the past 12 years Brychan has been involved in 38 Business research and consultancy projects totalling £824k, has supervised 4 successful PhDs, and has authored/co-authored 305 publications including 97 refereed academic journal papers and the books “Triple Entrepreneurial Connection,” “E-Commerce Adoption and Small Business: Tools for Optimization,” and “Innovation and Small Business,” volumes 1 and 2. Brychan has undertaken research into Innovation and Agri-food SMEs and has edited the monograph “The Welsh Agri-food Industry in the 21st Century” and the reader “Innovation and Knowledge Transfer in the Welsh Agri-food industry.” In the academic year 2008-2009 Brychan was a Fellow of the Advanced Institute of Management Research, Centre for Technology Management, University of Cambridge, where he undertook research into “The Formation and Growth of New Tech Based Firms” funded by the Engineering and Physical Sciences Research Council (EPSRC).

Dilber Ulaş is Associate Professor at Ankara University, Faculty of Political Sciences, Department of Business Administration since 2011. She graduated from Hacettepe University, Business Administration in 1992 and graduated from Ankara University in 1997 with a Masters in Business Administration. She received her Ph.D. from Ankara University in 2007. Her teaching areas include international marketing and electronic trade, entry strategies to international market, international business politics, marketing management, and business economics. Her current research projects and activities at Ankara University focus in the area of small business marketing and development, e-trade as well as industrial relations. She has worked as a researcher for TEPEK (Turkey’s Participation in European Knowledge Economy) and “Kızılcabamam-Çamlıdere Geopark” projects. TEPEK Project was a Project for the promotion of Civil Society Dialogue between European Union and Turkey. This project is implemented by the Secretariat General for EU Affairs. The contracting authority of this programme is Central Finance and Contracts Unit. The project is co-financed by the European Union. She wrote chapters and published in various journals including British Food Journal, Problems and Perspectives in Management, Innovative Marketing, Ege Academic Review, Ankara University, Faculty of Political Sciences Journal, and Gazi University Journal. She is the author of the books: “Franchising System,” “Joint Venture Strategies,” and “Globalization and Entry Strategies.” She is currently working at the University of Ankara.

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Atsede Woldie, PhD, is a Principal Lecturer and a Programme Director for International Finance and Banking at the School of Law, Accounting, and Finance in the Faculty of Business and Society, and is currently a key member of a Financial and Professional Services Centre. She has lecturing experience at the Ethiopian Management Institute, Addis Ababa University, and Birmingham University. Dr. Woldie is a qualified and certified Management Educator and Programme Developer. She has developed various programmes including International MBA, MSc. Management and Development of International financial system, and MSc. in Islamic banking and finance. Dr. Woldie has published widely in many refereed academic journals in the field of total quality management control of the delivery of banking services as well as small business finance in international journals. She has also been involved in consultancy projects funded by international organizations. She has successfully supervised 5 PhDs in Banking and Finance. Current research includes: financial development and poverty reduction, Islamic banking, service quality in banking small business finance, and female entrepreneurs in transitional economy.